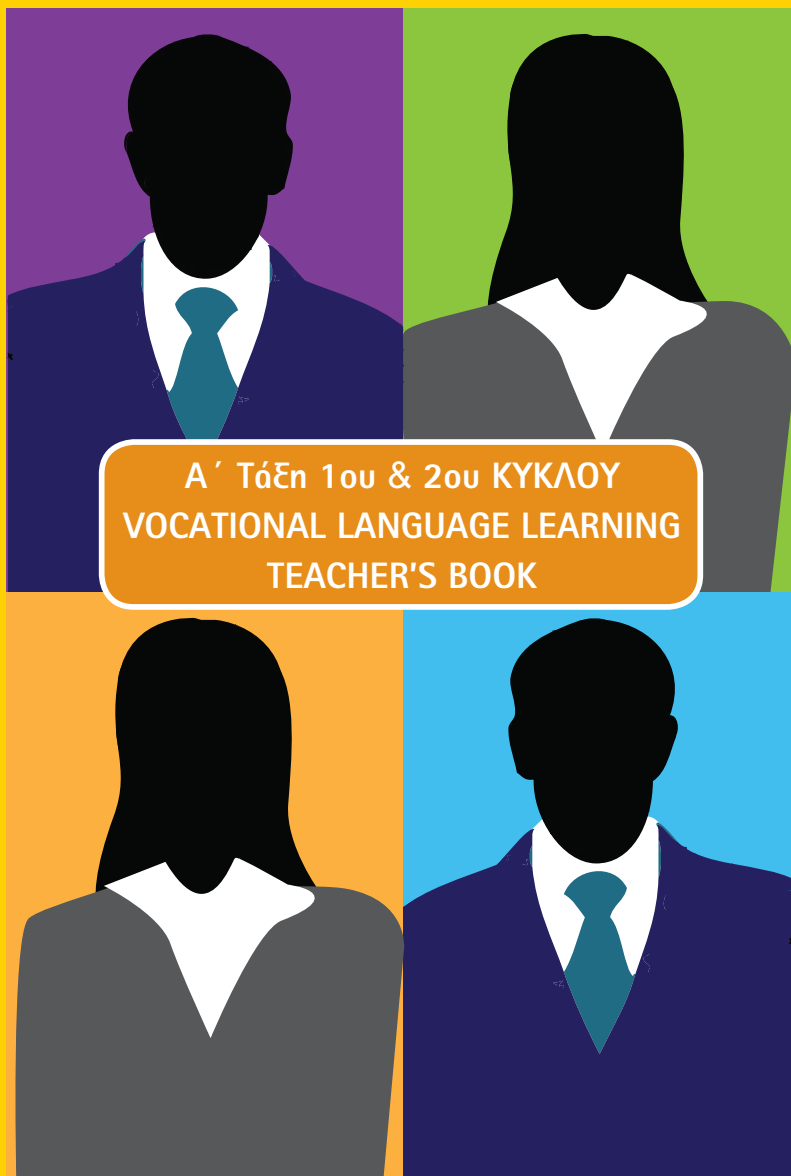


ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΠΟΛΙΤΙΣΜΟΥ ΚΑΙ ΑΘΛΗΤΙΣΜΟΥ

ENGLISH FOR OFFICE CLERKS



Α΄ Τάξη 1ου & 2ου ΚΥΚΛΟΥ
VOCATIONAL LANGUAGE LEARNING
TEACHER'S BOOK

ΤΟΜΕΑΣ ΟΙΚΟΝΟΜΙΑΣ ΚΑΙ ΔΙΟΙΚΗΣΗΣ

ΙΝΣΤΙΤΟΥΤΟ ΤΕΧΝΟΛΟΓΙΑΣ ΥΠΟΛΟΓΙΣΤΩΝ ΚΑΙ ΕΚΔΟΣΕΩΝ
«ΔΙΟΦΑΝΤΟΣ»

English for office clerks

E.S.P. Coursebook KEY

Με απόφαση της Ελληνικής Κυβερνήσεως τα διδακτικά βιβλία του Δημοτικού, του Γυμνασίου και του Λυκείου τυπώνονται από τον Οργανισμό Εκδόσεως Διδακτικών Βιβλίων και διανέμονται δωρεάν.

ΠΑΙΔΑΓΩΓΙΚΟ ΙΝΣΤΙΤΟΥΤΟ
ΟΜΑΔΑ ΕΡΓΑΣΙΑΣ ΑΓΓΛΙΚΩΝ ΕΙΔΙΚΟΤΗΤΑΣ ΓΙΑ ΤΑ Τ.Ε.Λ.-Τ.Ε.Σ

English for office clerks

E.S.P. Coursebook

KEY

Teaching Material
for students of Vocational Lycea and Schools

Α' ΤΑΞΗ 1^{ου} & 2^{ου} ΚΥΚΛΟΥ ΤΕΕ

ΟΡΓΑΝΙΣΜΟΣ ΕΚΔΟΣΕΩΣ ΔΙΔΑΚΤΙΚΩΝ ΒΙΒΛΙΩΝ — ΑΘΗΝΑ

Συγγραφική ομάδα

Βασσάλου Ελένη ΠΕ6
Μηχανικού Γαρυφαλλιά ΠΕ6
Μωραϊτάκη Μαρία ΠΕ6

Καθοδήγηση και Επιστοασία

Ηλίας Κυζηράκος
Σχολικός Σύμβουλος Πειραιά

Κατά την πρώτη φάση της επεξεργασίας μέρους του παρόντος υλικού ως πειραματικό, συνεργάστηκαν με τη συγγραφική ομάδα ο Μαρκάκης Μιχαήλ ΠΕ9 και η Κριεζή Χαρίκλεια ΠΕ6.

ΠΡΟΛΟΓΙΚΟ ΣΗΜΕΙΩΜΑ

Στο παρόν προλογικό σημείωμα παραθέτουμε ορισμένα σημεία τα οποία προτείνουμε να λάβουν υπόψη τους οι διδάσκοντες:

1. Θα ήταν σκόπιμο να επιλέγονται τα κεφάλαια με τρόπο ώστε να ανταποκρίνονται στην αντίστοιχη ύλη που διδάσκονται οι μαθητές στα ελληνικά.

2. Οι ασκήσεις των κεφαλαίων δεν στοχεύουν στην εκμάθηση αλλά στην εμπέδωση των ήδη γνωστών γραμματικών φαινομένων — σύμφωνα τουλάχιστον με το ισχύον αναλυτικό πρόγραμμα.

3. Όπως αναφέρεται και στο προλογικό σημείωμα του βιβλίου του μαθητή, μετά από κάθε κεφάλαιο, παραθέτουμε λεξιλόγιο που δεν καλύπτει μόνο την ορολογία αυτού του συγκεκριμένου κεφαλαίου, αλλά, για διευκόλυνση των μαθητών, και τις ήδη γνωστές λέξεις. Η ερμηνεία των λέξεων δίνεται πρώτα με την σημασία που έχουν στο συγκεκριμένο κείμενο, και μετά ακολουθεί η πλησιέστερη βασική τους έννοια.

4. Ειδικά για την τρίτη ενότητα που αναφέρεται στην Εμπορική Αλληλογραφία, θα θέλαμε να τονίσουμε πως οι προτεινόμενες, μετά από κάθε εμπορική επιστολή, φράσεις δεν δίνονται για να απομνημονευθούν από τους μαθητές, αλλά λειτουργούν σαν βοήθημα για τις δραστηριότητες (activities) που ακολουθούν ή και για άλλες που θα δοθούν από τον διδάσκοντα καθηγητή. Τις θεωρήσαμε επίσης αναγκαίες, σαν εφόδιο για τους μαθητές που θα ασχοληθούν ειδικότερα με τον τομέα αυτό στο μέλλον.

Η συγγραφική ομάδα

Students! What are you going to do after leaving school?

A. Answers

1. Free.
2. Clearly expressed and logically argued.
3. No, it isn't.
4. He/She should be polite, efficient, willing to help, sociable, hard working, intelligent and elegant.
5. Fluently and clearly.

B. EXERCISES

1. Suggestions:

- a. ... you work in an office...
- b. ... you had worked hard...
- c. ... you are not polite, sociable and hard-working...
- d. ... you came earlier...
- e. ... I'll be very obliged.

2. Suggestions:

- | | |
|--------------------|-------------------|
| a. outside | f. impolite/ rude |
| b. disadvantage | g. inefficient |
| c. previous, above | h. unwilling |
| d. illogically | i. unsociable |
| e. easy | j. stupid |

Sentences: free

- | | |
|----------------|----------------|
| 3. b. (noun) | g. (noun/verb) |
| c. (adjective) | h. (noun) |
| d. (verb) | i. (adjective) |
| e. (adverb) | j. (adjective) |
| f. (verb) | k. (adverb) |

- | | |
|--------------|--------------|
| 4. a. salary | e. Clerks |
| b. wages | f. tasks |
| c. work | g. job |
| d. business | h. efficient |

- | | |
|----------|-------|
| 5. a - 3 | d - 2 |
| b - 1 | e - 5 |
| c - 4 | |

Looking for a job

A. Answers

1. In the *Athens News*.
2. To a vacant job.
3. They are looking for a secretary in the sales department.
4. Your curriculum vitae and some testimonials, if there are any.
5. He is a Sales Manager.
6. Free.
7. Free.
8. No. It contains mostly information about your studies and experience in previous jobs.

B. EXERCISES

1.
 - a. looking for
 - b. reliable
 - c. clever
 - d. efficient
 - e. good-looking
 - f. fast
 - g. energetic
 - h. fascinating
2.
 - a. ... if he were/was a reliable person.
 - b. ... if she could easily take initiative.
 - c. ... (that) they were looking for a sales manager.
 - d. ... the ad had appeared/appeared in the paper the previous week.
3.
 - a. cleverly
 - b. efficiently
 - c. pleasantly
 - d. fast
 - e. accurately
 - f. easily
4.

a - 4	e - 8
b - 1	f - 2
c - 7	g - 3
d - 5	h - 6

5. Free.

Listen and answer

1. She is the personnel secretary in the EX-EN Ltd.
2. (Because she wants) to get some information about the duties of the person who will get the vacant job.
3. She said that it's general office work.
4. She will have to answer the phone and inform the company's customers about their orders or about the company's products put on the market. She will also deal with the correspondence, do the filing, type, operate the telex and telefax.
5. Yes, she has attended a course on the use of these machines.
6. She has attended a course on data transfer and data processing.
7. Yes, they have.
8. No, but she has very good references from the schools she has been trained at.
9. A curriculum vitae and the references she has got.
10. Yes, she can take shorthand.

Applying for a job

A. Answers

1. It must be a newspaper or a magazine.
2. For the post of the secretary in the 'Ex-En Ltd.' sales department.
3. To Mr. Dinos Yianniotis, the sales manager.
4. She enclosed a full curriculum vitae, a copy of her Diploma and a testimonial from the principal of her school.
5. No. We know that, because, in the last paragraph of her letter, she says that she is most anxious to... for a favourable consideration of her application.

B. EXERCISES

- | | | |
|----------|-------|--|
| 1. a - 5 | e - 2 | |
| b - 6 | f - 4 | |
| c - 3 | g - 8 | |
| d - 1 | h - 7 | |
-
- | | | |
|----------|---------|----------|
| 2. 1. In | 5. With | 9. for |
| 2. in | 6. to | 10. with |
| 3. for | 7. for | 11. for |
| 4. of | 8. in | 12. of |

3. Let the students reread the letter, using reported speech.
4. a. ... would have... c. ... would give...
b. ... would send... d. ... would inform...
5. a. application
b. advertisements
c. Appearance
d. experience
e. consideration
f. reference
g. knowledge
h. supplements

Filling in curricula vitae

EXERCISE

- a. address
b. (marital) status
c. reading knowledge
d. fluency
e. diploma
f. book-keeping

Activity 1: You can ask the students to do the work at home. During the next teaching hour, ask different students to read each paragraph separately (opening paragraph, subject matter, complimentary close), choose the best suggestions and write a letter on the black-board, so that the students will learn how to write an application. Do the same for the curriculum vitae.

Activity 2: Detailed instructions are given in the student's book.

Listening

1. At the reception. She is a receptionist.
2. Christine. She is ringing for the job advertised in the 'Athens News'.

3. To learn some more about the job.
4. It's a secretarial job.
5. Yes, there are.
6. Good speeds in typing and shorthand... secretary. It would also be an advantage... telex field.
7. Yes, she has.
8. No, she hasn't.
9. They will send her on a training course.
10. Next Tuesday, at 10.15.

Testimonial

A. Answers

1. She has attended a commercial course in the A.B. School of Commerce.
2. She was awarded the School's Diploma.
3. In typing, book-keeping and English.
4. No, she hasn't. On the contrary, she has always been polite and willing.
5. Yes, she took a keen interest in them.
6. She will make an energetic, reliable and pleasant secretary.
7. Free.

B. EXERCISES

1.
 - a. How old is she?
 - b. What did she attend at the A.B. School of Commerce?
 - c. Which subjects did she gain particularly good results in?
 - d. What has she always been like?
 - e. What kind of secretary will she make?

2. Suggestions

- a. unsuitable/improper
- b. displeased/unhappy
- c. bad
- d. poor (interest)
- e. uncertain/doubtful
- f. idle/lazy
- g. unreliable
- h. unpleasant/annoying

3.
 - a. was awarded
 - b. be respected
 - c. has been taught
 - d. will be sent
 - e. has been given

4.
 - a. make
 - b. make
 - c. make, do
 - d. do
 - e. do
 - f. Make, do

5.
 - a. watch
 - b. attend
 - c. follow
 - d. was followed
 - e. will be attending
 - f. watch
 - g. observed

6. Free.

Asking to come for an interview

A. Answers

1. She is going to work in the Sales Department.
2. e.g. The Production Department
The Finance Department
The Personnel Department
The Accounting Department
The Marketing Department
3. The future employer asks the candidate several questions concerning his education, experience in the field, any previous or present job, his interests and so on.
4. He will try to arrange the interview for some other day and time.
5. Free.

B. EXERCISES

1.
 - a. for, of, in
 - b. for, on, at
 - c. to, for, to/for

2. Let the students find the words.
3. a. If we received your application in time, we would arrange an interview.
If we had received your application in time, we would have arranged an interview.
- b. If that day was/were not convenient to you, we would try to postpone the meeting.
If that day had not been convenient to you, we would have tried to postpone the meeting.
4. a - 2 d - 3
b - 1 e - 4
c - 5

5.

VERB	NOUN	NOUN (person)
—	interview	interviewer, interviewee
—	receipt, reception	receiver
—	application	applicant
—	management	manager
—	employment	employer, employee

Means of transportation

A. Answers

1. The underground railway, buses, taxis and driving (private cars).
2. Because it's the quickest form of transport, as it avoids the traffic jam.
3. They must invalidate it and keep it during the journey, in case the ticket collector asks for it.
4. Buses.
5. The weekly or monthly ticket.
6. Queueing up, when waiting at the bus-stop.
7. Being late.
8. When you want to get a good view of the city.
9. When you see the sign 'For Hire' displayed.
10. Traffic wardens will give you a 'ticket' for illegal parking.

B. EXERCISES

1. a. network
b. communications
c. popular
d. destination
e. invalidate
f. public
g. peak hours
h. expensive
2. a - 3 d - 1 g - 8 j - 7 m - 15
b - 5 e - 2 h - 4 k - 14 n - 11
c - 6 f - 10 i - 12 l - 9 o - 13
3. a. invalidate
b. dislike
c. inappropriate
d. unlimited
e. inconvenience
f. disadvantage
g. impossible
h. uncommonly
i. inexpensive
j. uncomfortable
k. illegal
l. unavoidable
4. a. at, of, to
b. in, for
c. of, as, in
d. to, up, at
e. to, to, of
f. in, to, For
5. a. are included
b. have to, is, will arrive
c. jump, will protest
d. Using, puts
e. are given, paying
f. choosing, see

The first touch

A. Answers

1. Because the underground station was only 2 or 3 minutes' walk from where she lived.
2. Businessmen, secretaries, typists... from all walks of life.
3. It was a really imposing high building; a sample of modern architecture.
4. She used the lift. Yes, there was the escalator.

5. No, she wasn't. The clerks were already at work.
6. His office was well-lighted and pleasantly warm... was set around in good order.
7. Free.
8. Free.

B. EXERCISES

1. a. ... leaves her house.
... is leaving her house.
- b. ... she will find herself outside the building.
- c. ... will already be at work.
... will have already been at work...
- d. ... will not be there...
... hasn't been

2. Suggestions:

- | | |
|-------------------------------|-----------------------|
| a. capable | i. high, imposing |
| b. hard-working, confidential | j. modern |
| c. polite | k. long |
| d. energetic | l. quick |
| e. successful | m. thick |
| f. efficient, experienced | n. expensive, modern |
| g. efficient, persuasive | o. good, satisfactory |
| h. automatic | p. pleasant |

The students can use any other suitable adjectives they can find.

3. a. When did Maria leave her house?
- b. Which means of transportation did she prefer to travel by?
- c. How far was the underground station from where she lived?
- d. Why were crowds of commuters hurrying into the station?
- e. What was the building like? / How did the building look like?
- f. Who could she see through the glass partitions?
- g. What did she hear?
- h. Who would be back in 2 or 3 minutes?
- i. What kind of carpet covered the floor?

4. Free.

5. Verb	Noun
touch	—
interview	—
require	—
—	preference

—	walk
commute	—
type	—
represent	—
—	queue
—	hope
—	arrival
—	cover/coverage
design	—
—	place/placement
—	thought
request	—

6. a. At, to, with, at
 b. of, from, of, (in)to, to, to
 c. for/with, in, of
 d. along, through
 e. on, in, in
 f. to, in

Maria gets her first job

A. Answers

1. She's written a very good reference for Maria.
2. No, she hasn't.
3. They are looking for someone with ambition and initiative. Someone who is confidential, sociable, friendly, cheerful and good at typing and English.
4. 190,000 drachmas per month.
5. Because she thinks it's a good offer for her, as she has had no previous experience.
6. To justify Mr Yianniotis' confidence.

B. EXERCISES

1. a. ... to take a seat.
 b. ... hadn't been stuck in a traffic jam.
 c. ... he had her application there.
 d. ... she would practise her theoretical knowledge soon.
 e. ... she would do her best/... to do her best.
 f. ... it was a good offer for her.
2. a. is
 b. wrote
 c. has had/has

- d. will begin/is beginning/is going to begin
- e. is working
- f. would accept/accepted/had accepted

- 3.
- a. suits
 - b. experience
 - c. theoretical
 - d. best
 - e. salary
 - f. endeavour
 - g. traffic
 - h. grateful
 - i. welcomed

- 4.
- a. in – was she
 - b. for, to, to – wasn't it
 - c. with – didn't she
 - d. for – hasn't she
 - e. for, with – aren't they
 - f. at – don't they
 - g. from, to – aren't they
 - h. to, for – wasn't she

- 5.
- | | | |
|-------------|----------------|------------|
| a. sit | becomes | seat |
| b. struck | » | stuck |
| c. shoots | » | suits |
| d. practice | » | practise |
| hear | » | here |
| e. where | » | were |
| wood | » | would |
| social | » | sociable |
| f. quiet | » | quite |
| repaired | » | prepared |
| fill | » | fulfil |
| g. slow | » | low |
| their | » | there |
| raise | » | rise |
| h. devour | » | endeavour |
| conference | » | confidence |

6. Free (Remind your students that 'should be', 'has to be', 'shouldn't be' must be followed by an adjective, while 'should have' and 'has to have' must be followed by a noun).

Adapting to the new environment

A. Answers

1. She arrived in time.
2. Let the students choose.
3. For typing.
4. Because one can speak the answers to the letters into it. In this way, they are recorded, played back and typed later.
5. A tray with stationery.
6. Let the students choose.
7. To her colleagues.

B. EXERCISES

1. 1 – paper clip
2 – (pencil) sharpener
3 – stapler
4 – files (file, wallet file, ring binder)
5 – ruler
6 – punch
7 – elastic bands
8 – filing cabinet
9 – in-tray, out-tray
10 – a bottle of glue
11 – stationery (envelopes, letter-heading sheets, continuation sheets).
12 – window envelope

2. 1 – c
2 – d
3 – g
4 – k
5 – j
6 – l
7 – b
8 – a
9 – i
10 – m
11 – f
12 – n
13 – e
14 – h

3. a. arrived
b. was looking, came
c. left
d. has not finished
e. had already recorded, called
f. is giving

4. a. On, of, at
b. to, round, to, to
c. On, for, to, to
d. In, of, with, on
e. By, of, with
f. to, round, to, to

5. verb	noun
—	adaptation, adaptor
—	record, recorder
copy	—
post	—
examine	—
—	introduction
dictate	—
—	plug
—	correction
—	entrance

At the stationer's

A. Answers

1. He is an accountant.
2. Because he wants to fit out his office.
3. The shop assistant.
4. Pens, xerox-paper, note-pads, plain paper and envelopes.
5. Because he wants to order some headed note-papers.
6. He wants a fountain pen for himself, because he likes writing in ink.
7. He wants two pairs of scissors, two penknives, a ball of string and two wastepaper bins.
8. Yes, he wants a dozen of files, two dozens of wallet files and ten ring binders.
9. To punch the papers he will put in the ring binders.
10. Drawing pins, rulers, pencil sharpeners, rubbers, a paper knife, a calendar and some bottles of correcting fluid.

B. EXERCISES

1. a-5, b-6, c-7, d-8, e-4, f-1, g-2, h-3.

- | | | |
|---------------|-----------|-------------|
| 2. consultant | » becomes | accountant |
| rationalise | » | organise |
| lifted | » | listed |
| to put out | » | to fit out |
| station | » | stationer's |

stationers	»	stationery
bell-point pens	»	ball-point pens
felt markers	»	felt markers
pinch	»	punch
rollers	»	rulers
hardeners	»	sharpeners
robbers	»	rubbers

3. a. of, b. out, c. with, d. By, e. for, f. to, g. for

4. PUZZLE

- | | | | | | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| 1. | L | I | S | T | | | | | | | | | | | | | | | | |
| 2. | | S | T | R | I | N | G | | | | | | | | | | | | | |
| 3. | | | C | A | L | E | N | D | A | R | | | | | | | | | | |
| 4. | | N | O | T | E | P | A | D | | | | | | | | | | | | |
| 5. | | | | I | N | K | | | | | | | | | | | | | | |
| 6. | E | N | V | E | L | O | P | E | | | | | | | | | | | | |
| 7. | | | P | E | N | C | I | L | | | | | | | | | | | | |
| 8. | | | | P | E | N | | | | | | | | | | | | | | |
| 9. | | | | | R | I | B | B | O | N | | | | | | | | | | |
| 10. | | | | | | T | Y | P | E | W | R | I | T | E | R | | | | | |

5. Help the students act out the role play.

Visiting an exhibition for office equipment

A. Answers

1. He is visiting the local exhibition of office equipment.
2. His ten-year-old son, Peter.
3. It revolves round ... reach everything around him.
4. It is a board to which serious and important announcements are fixed, so that they are made known to the staff of a company.
5. It sends copies of printed material ... a telephone line.
6. No. It makes photographic copies of everything that is written or drawn as well.
7. Because they can store information ... as required.
8. e.g. The screen and the keyboard.
9. It is a machine which is connected ... information.
10. It is an apparatus ... print texts.
11. It is a cabinet used for storing files.

12. The manager's secretary puts the incoming mail ... to post them.
13. It drives staples.
14. Hole-punch.
15. Yes he did. He asked his father about everything he saw around him.

B. EXERCISES

1.
 - a. has accompanied
 - b. revolves
 - c. announcements, must be made known
 - d. photocopier
 - e. printed letters
 - f. is portable
 - g. required
 - h. gadget

2. VERB	NOUN
—	visit
exhibit	—
equip	—
—	explanation
—	move, movement
—	fill, filling
hold	—
announce	—
produce	—
manage	—
inform	—
copy	—
—	drawing, draw
—	correction
—	store, storage

3.
 - a. ... if that red chair could move around.
 - b. ... those were important notices that must/should/were to be made known to the staff.
 - c. ... if all those machines were to be used.
 - d. ... visiting/that they should visit/that they visited the other stands of the exhibition.
 - e. ... when he had used his typewriter.
 - f. ... not to touch the devices he saw around.
 - g. ... if they could buy a computer.
 - h. ... if there was/were anything else he would like/would have liked to know.

4. office equipment, swivel chair, office room, bookcase, coffee table, coffee machine, leather sofa, armchair, hat-stand, umbrella holder, notice board, fax machine, telephone line, photocopier, typewriter, keyboard, computer information, word processor, computer software, filing cabinet, hand tool, hole punch, metal tool
5. b. Do you mean the swivel chair?
 c. Do you mean the bookcase?
 d. Do you mean the hat-stand?
 e. Do you mean the notice board?
 f. Do you mean the photocopier?
 g. Do you mean the typewriter?
 h. Do you mean the computer?
 i. Do you mean the keyboard?
 j. Do you mean the fax machine?
 k. Do you mean the word processor?
 l. Do you mean the out-tray?
 m. Do you mean the in-tray?
 n. Do you mean the stapler?
 o. Do you mean the hole punch?

Security in the office

A. Answers

1. Turn the light on/Switch the light on.
2. You may be fired/dismissed.
3. It may be stolen/lost.
4. Free.e.g. I'd report it to the police station.
5. Suggestion: No, you shouldn't. Other people are not obliged to inhale smoke.

B. EXERCISES

1. a. Don't keep your bag under the chair.
 b. Don't come out of the room at once.
 c. Don't turn the key quickly.
 d. Don't close all the doors and windows.
2. a) To a small child in the house.
 a, b, d, g
 b) To a person going sailing for the first time.
 c, e, f, h
3. a → 1 c → 2
 b → 2 d → 1

4. a. ... (that) I should keep/that I keep / keeping my money and valuables in a safe place.
 b. ... not to scatter papers about.
 c. ... to shut the door but not to lock it when I left / leave the office.
 d. ... to turn all lights off when I go / went out.
 e. ... not to trust strangers.
 f. ... that we can't / couldn't smoke in the office.
 g. ... not to tell anyone what (had) happened.
 h. ... not to wait for him if he was / were late.

5. a. worthless
 b. unsafe /insecure
 c. open
 d. arrive at / in
 e. turn on / switch on
 f. anchor
 g. pick up / gather
 h. aim at
 i. unreliable
 j. never
 k. fill

The staff responsibilities

A. Answers

1. They will enable her to understand her colleagues' tasks in the company.
2. He is the Managing Director. He deals with the overall running of the company.
3. No, it isn't. His duty is to send or forward the outgoing post and distribute the incoming one.
4. He/She answers the telephone, welcomes visitors and gives them any required information.
5. Personnel Officer.
6. She is involved in payments from customers and makes the arrangements for the wages of the staff.
7. She is going to be a private secretary.

B. EXERCISES

1. a-2, b-1, c-3, d-1, e-2

2. b. Do you mean the receptionist?
 c. Do you mean the audio-typist?
 d. Do you mean the Sales Manager?
 e. Do you mean the private secretary?
 f. Do you mean the Office Manager?

6. He should take her opinion into consideration and ask for her advice.
7. She should be well aware... She has to be energetic... She also has... She should also be prepared... business trips.
8. Yes, she may have.

B. EXERCISES

1.

a - 8	f - 3
b - 10	g - 9
c - 2	h - 4
d - 1	i - 7
e - 6	j - 5

2.

a. intangible	g. unreliable
b. positively	h. unfair
c. unfriendly/hostile	i. lazy
d. interesting	j. inflexible/stiff
e. stupid	k. tactless/rude
f. blame/condemn	l. inaccurate/incorrect

3.
 - a. classified advertisements
 - b. negatively affected
 - c. according to
 - d. take into consideration
 - e. ask for advice
 - f. make a decision
 - g. put out of sight
 - h. turn up
 - i. be well aware of
 - j. last but not least

4.

a. mishandled	f. friendship
b. out-tray	g. impatient
c. dissatisfaction	h. irresponsible
d. consideration	i. unsociable
e. reasonable	j. treatment

Activity: Help your students act the dialogue out. If it's too difficult for them, ask them to prepare it at home in written speech and then to act it out orally.

- c. ... was accused of being late yesterday.
- d. ... conversation was being recorded.
- e. ... has been changed.
- f. ... had been tidied up.
- g. ... being told what to do.
- h. ... kept waiting.

6. a – on c – to e – to g – up
 b – up d – up, with f – on, with h – off

Ads may help you find a new job

A. Answers

1. You can see it in a newspaper or a magazine.
2. It is based in Piraeus.
3. You must have fluency in English and Greek and you must be able to read French. You must also know how to type and operate a telex.
4. No, you aren't. You should only have reading knowledge of French.
5. They are going to send their C.V. to Mrs Sideris.
6. Free.
7. No, they won't. They want a secretary with experience of at least eight years.
8. One can write everything that concerns himself: Date and place of birth, marital status, education, interests and any experience in previous jobs.

B. EXERCISES

1. a. ... are required (by the company) to speak English fluently.
 b. ... a recent photograph of yours is essential.
 c. ... been working as a secretary for eight years.
 d. ... not to forget/that he shouldn't forget to send her C.V., if she wanted to succeed in getting the job.
2. a. executive f. typing
 b. fluency g. operation
 c. international h. candidate
 d. strict i. invite
 e. knowledge j. apply

3.	VERB	NOUN
	—	base, basis
	—	typist, type, typing, typewriter
	—	operation, operator
	—	experience
	—	knowledge
	—	invitation
	—	application, applicant
	—	treatment, treat
	—	sender

4. Free.

Listening

1. He wants to know about ... sales executive.
2. The switchboard operator.
3. Two weeks ago.
4. In the sales executive post.
5. No. It's engaged.
6. No, he hasn't.
7. He asks him to spell his name.
8. No. The manager will call him back to give him an answer.

Keeping a client busy

A. Answers

1. Because he had a meeting at the time of his visitor's arrival.
2. To welcome the visitor and talk to him until the meeting was over.
3. At 4.30 p.m.
4. No, he hasn't. It's the first time he has come to Athens.
5. He suggested that she should show him round and have dinner with him.
6. No, she didn't. Because she had already made plans for her evening.
7. He had been to the Athens Tower.
8. In the 'Morning Dew' hotel.
9. No, he didn't.
10. Maria did.

11. She suggested that he shouldn't forget to watch the guards...
Unknown Soldier.
12. The guards who wear a kind of kilt, which is called 'phoustanella'.

B. EXERCISES

1.	VERB	NOUN
a.	—	expectation
b.	—	visit, visitor, visitation
c.	—	meeting
d.	—	arrival
e.	—	show
f.	—	plan, planning, planner
g.	—	management, manager
h.	—	constitution
i.	order	—
j.	build	—
k.	—	turn, turning
l.	attend	—
m.	assist	—
n.	—	attraction

2. a. at f. to
 b. off g. On
 c. to h. in
 d. (a)round i. on, in, of
 e. of, in j. of, of

3. a. A quarter past four / Four fifteen
 b. Twenty (minutes) past four / Four twenty
 c. Twenty five (minutes) to six / Five thirty five
 d. A quarter to six / Five forty five
 e. Ten (minutes) past five / Five ten
 f. Half past five / Five thirty
 g. Ten (minutes) to seven / Six fifty
 h. A quarter to eight / Seven forty five

4. a. was f. going
 b. has been keeping g. Turn
 c. has come / is coming h. arrive
 d. would like / liked / like i. drew
 e. have already made j. wear

5. Free.

- | | |
|----------|--------|
| 6. a - 3 | f - 10 |
| b - 5 | g - 7 |
| c - 1 | h - 9 |
| d - 6 | i - 8 |
| e - 2 | j - 4 |

Listening

Answers

1. They are talking about a visitor who is to arrive in Athens.
2. He is flying from London.
3. No, he isn't.
4. No, she hasn't. She wants to know how she will recognise him, and Mr. Yianniotis gives her his description.
5. Yes. In half an hour.
6. No, it wasn't.
7. Yes, she did.
8. Because something urgent arose.

Consolidation exercises

1. a. personnel
b. appropriate
c. immediately
d. fine
e. fluent
f. secretary
g. skillful
h. queue
i. promotion
j. memorandum
2. a. arose
b. rose
c. raised
d. rising
e. raised
f. risen
g. arose
h. raised
3. a. idea, mind
b. belief
c. opinion
d. view
e. opinion / belief
f. idea

4. a. view
b. appearance
c. appearance
- d. expression
e. look
f. sight
5. a. season
b. period
c. term
- d. time
e. season
f. time
6. a. manager
b. typist
c. printer
d. applicant
e. principal
f. interviewer, interviewee
g. worker
h. accountant
i. salesman/seller
j. businessman
- k. distributor
l. receptionist
m. operator
n. visitor
o. attendant
p. caller
q. tourist
r. translator
s. speaker
t. telephonist
7. a. managerial
b. secretarial
c. accounts
d. sociable
e. intelligent
f. efficient
g. personal
h. accurate
i. reliable
j. experienced
k. fluent
l. commercial
m. confidential
- n. active
o. convenient
p. suitable
q. theoretical
r. continuation
s. pleasant
t. demanding
u. public
v. working
w. executive
x. available
y. current
z. useful
8. underground
within
shorthand
salesman
businesswoman
earphone
trustworthy
outgoing
- telephone
typewriter
switchboard
overall
ashtray
whichever
network
railway
9. a. message
b. notice
c. note
d. announcement
- e. notice
f. announcement
g. notes
h. message

10. Suggestions:

- | | |
|--|-----------------------|
| a. irresponsible | k. stationery |
| b. complimentary | l. reference |
| c. productive | m. illogical |
| d. favourable | n. successful |
| e. displeased | o. mistrust |
| f. unsociable | p. suggestions |
| g. arrangements | q. fluently |
| h. receptionist,
information | r. appearance |
| i. unwilling | s. regardless |
| j. sharpener | t. impolite |

- | | |
|------------------|---------------|
| 11. a - 3 | k - 2 |
| b - 5 | l - 4 |
| c - 9 | m - 18 |
| d - 12 | n - 6 |
| e - 10 | o - 7 |
| f - 17 | p - 11 |
| g - 14 | q - 8 |
| h - 20 | r - 16 |
| i - 1 | s - 13 |
| j - 19 | t - 15 |

- | | |
|------------------|---------------|
| 12. a - 7 | k - 8 |
| b - 10 | l - 4 |
| c - 13 | m - 3 |
| d - 14 | n - 5 |
| e - 17 | o - 18 |
| f - 1 | p - 6 |
| g - 20 | q - 9 |
| h - 19 | r - 11 |
| i - 15 | s - 12 |
| j - 2 | t - 16 |

- | | |
|---------------------|------------------|
| 13. a - True | f - False |
| b - False | g - False |
| c - False | h - True |
| d - False | i - True |
| e - True | j - False |

- 14. a.** would have taken / would take
b. aged, attended
c. had been working / had worked
d. will have been working
e. will justify

- f. is, to be
- g. entered
- h. has been working / has worked
- i. will be, to give
- j. didn't forbid
- k. talks / talked / was talking
- l. getting

15. a. for, in /for
 b. to, in, in
 c. in, With, to, for, for
 d. in, from, of, in / of
 e. with, for, in
 f. from, at
 g. to, to
 h. on, in
 i. for, of, for / in, at, for
 j. of, in, from, for / about, of
 k. on, with
 l. up, with, in

16. a. ... was / were sent a brochure.
 b. ... was assured by Maria ... would be fulfilled.
 c. ... was being typed by the secretary.
 d. ... is used for cutting holes.
 e. ... and valuables should be kept in a safe place.
 f. ... was given confidential information concerning the company.
 g. ... needn't be dealt with immediately.
 h. ... has been ordered (by him).
 i. ... is forbidden.
 j. ... will be arranged by Mr Markou.

17. a. ... what I did / do for a living.
 b. ... if I (had) had a good time in the office.
 c. ... what qualifications were/are needed if I wanted to be accepted by the company.
 d. ... that she had worked till late the previous night.
 e. ... if she had got any previous experience of working in an office.
 f. ... what the manager would do if the time of the interview was / were not convenient for the applicant.
 g. ... if I believed / believe that a pleasant and cosy atmosphere affected / affects the clerks' moods.
 h. ... if she would accept the job even if the salary was low.
 i. ... what might happen to my purse if I left it on the desk.
 j. ... what a receptionist did / does.

- k. ... if most of those people held / hold executive positions.
 l. ... what a person could / can write in a C.V.

18. Listen and fill in

- | | | |
|---------------|----------------|----------------|
| 1. boss | 11. tidy | 21. proceeding |
| 2. demanding | 12. envelopes | 22. made |
| 3. meticulous | 13. classified | 23. personnel |
| 4. at | 14. letters | 24. hard |
| 5. staff | 15. out-trays | 25. well-paid |
| 6. late | 16. incoming | 26. feeling |
| 7. clerk | 17. times | 27. company |
| 8. got | 18. used | 28. treated |
| 9. into | 19. offices | 29. productive |
| 10. trouble | 20. checking | 30. atmosphere |

Communicating with people

- | | |
|-----------|---------|
| A. 1. - B | 6. - A |
| 2. - A | 7. - A |
| 3. - B | 8. - B |
| 4. - B | 9. - B |
| 5. - B | 10. - A |

EXERCISES

1. Suggestions:

- ... colleagues.
 - ... give an interview.
 - ... serious matters.
 - ... make an application/apply for it.
 - ... an appointment with the director.
 - ... get it/get hold of it/know its content.
- (Different answers can be accepted if the sentences are meaningful).

- | | |
|-----------------|---------------|
| 2. a. telephone | g. — |
| b. extension | h. tape |
| c. — | i. colleagues |
| d. touch | j. meeting |
| e. position | k. intercom |
| f. secretarial | l. remind |

3. **a** – in **f** – on
b – on **g** – to
c – on/over **h** – to / for
d – in, with **i** – with
e – for **j** – of

4. Free.

5. Suggestions:

- a. telephonist; switchboard operator; caller, etc.
- b. typist; secretary
- c. secretary; telex operator; fax operator, etc.
- d. the staff of the company
- e. manager; typist; secretary

The mail minefield

A. Answers

- 1. They read only the first few paragraphs.
- 2. It is possible to avoid them, if the writer has experience in the field.
- 3. It is the length of the letter.
- 4. If it is about two or three pages long.
- 5. No, it isn't.
- 6. They are the beginning and the end of the letter.
- 7. It should come straight out with what is being offered, it should be crisp and persuasive. It should also indicate the deal or offer in the first few paragraphs.
- 8. The deal or the offer.

B. EXERCISES

- 1. **a.** ... the writer has experience in the field.
b. ... it is about two or three pages long.
c. ... is short, ...
d. ... ends in a strong call to action.
e. ... it is considered to be good.
- 2. **a.** worrying **d.** checking
b. to come **e.** helping
c. reading **f.** to understand

3. 1 - d
2 - c
3 - c
4 - c

4. a - 5
b - 7
c - 8

- d - 1
e - 3
f - 6

- g - 4
h - 2

5. a - False
b - True
c - False

- d - True
e - True
f - False

- g - False
h - True

Listening

- | | |
|-----------------------|------------------|
| a. letters, parcel | f. scales |
| b. airmail | g. free delivery |
| c. urgent, registered | h. on delivery |
| d. stamps, express | i. destination |
| e. receipt | j. postal order |

The telephoning process

A. Answers

1. You lift the receiver, listen to the dialling tone and finally dial the number.
2. Because the line is often engaged.
3. He/She puts you through.
4. You can be cut off.
5. There are other people who want to make phone calls but the line is busy.

B. EXERCISES

- | | |
|----------|------------|
| 1. a. of | d. off |
| b. out | e. up, on |
| c. down | f. on/over |
-
- | | |
|---------------------|------------------------------|
| 2. 1. is | 6. be cut |
| 2. turns | 7. replaces |
| 3. is often engaged | 8. picks |
| 4. to dial | 9. have been mixed/are mixed |
| 5. talking | 10. is/has been |

3. Suggestions:

B: Hello. I wonder if I could speak to Mr Thomson.

B: Can I leave a message?

B: No... I'd rather call/ring him back later.

B: Thank you very much.

4. a. will not be engaged

b. want

c. would call

d. were

e. would not have made

f. had called

5. a - 4

f - 10

b - 7

g - 8

c - 1

h - 5

d - 6

i - 2

e - 3

j - 9

Specialists on call

A. Answers

1. Because it is more difficult to control.

2. It requires more skill than many expect.

3. It can cut the cost of the existing customer and potential customer alike, and can save valuable time.

4. By cancelling journeys that will not result in any new business.

5. It is easily monitored, and can, therefore, be readily refined on the basis of feedback during the course of a campaign.

6. No, it can't. More details are to be given in a letter that follows.

7. They can use it for keeping in touch with customers... with the company.

8. It is thought to be 'a bold step to take because you're often taking people from a passive role to a more aggressive stance'.

B. EXERCISES

1. Positive

a. difficult

b. _____

c. _____

d. broad

e. _____

Comparative

newer

more important

more

Superlative

most difficult

newest

most important

broadest

most

2. a. ... is required than many expect.
 b. ... is easily monitored.
 c. ... must not be seen as an alternative to direct mail.
 d. ... can be used to iron out problems.
3. a. valuable
 b. skillful
 c. achievements
 d. objectives
 e. customers
4. a. has not been exploited, by
 b. used, be
 c. by, cancelling, will not result, in
 d. to emphasise / to be emphasised, of, over, of, is easily monitored
 e. be readily refined, on, of, of
 f. be followed, up, with, in
 g. be used, to, in, with, (to) ensure, are / have been, with, offered / being offered
 h. takes / is taking, from, to
5. a - 15 f - 11 k - 3
 b - 5 g - 14 l - 12
 c - 7 h - 2 m - 10
 d - 1 i - 8 n - 4
 e - 9 j - 13 o - 6

Taking a Message

A. Answers

- No, she isn't. She is the receptionist of GMS Ltd.
- He wants Jean to put him through to the Sales Department.
- He holds on.
- She has to take a message.
- They'll go to another firm.
- You read each number separately.

B. EXERCISES

- | | |
|------------|-----------|
| a. to | d. on |
| b. on | e. from |
| c. through | f. out of |

2.
 - a. ... (that) it was about the previous month's order.
 - b. ... they hadn't received them up to that moment/time.
 - c. ... he would go to another firm if they didn't take immediate action.
 - d. ... her/his extension number.
 - e. ... Mrs Fog had called and wanted him to ring her back.

3.

<ol style="list-style-type: none"> a. actually b. busily c. probably d. urgently e. immediately 	<ol style="list-style-type: none"> f. certainly g. personally h. completely i. surely j. suitably
--	--

4. Free.

5. Fill in the message according to the instructions.

Listening

1. To change the date of an appointment Mr. Yianniotis has arranged with the general manager of A.B.E.
2. Brown.
3. No, he didn't.
4. His secretary did.
5. No, he wasn't.
6. She fixed an appointment for another day.
7. No, because there wasn't a direct flight from Athens to London early on Friday.
8. For next Monday at 12.30 p.m.

Body language

A. Answers

1. No, they also give strange and unattractive signals.
2. They indicate attitudes which the subjects do not really wish to convey.
3. Positions with folded arms or crossed legs.
4. It indicates that the poser is hardly courteous,... shallow basis.
5. Because your future boss wouldn't rely on a promise from you.

B. EXERCISES

1.

a. attractive	d. keep close/stay near
b. hide	e. increase
c. non-defensive	f. impolite, rude

2. Free. Let the students form as many sentences as they can.

3.

a. indicate	f. casual
b. attitudes	g. relaxed
c. convey	h. deny
d. regarded	i. boss
e. non-communicative	j. rely on

4.
 - a. to convey
 - b. being
 - c. pretending / having pretended, to be
 - d. to avoid, sitting
 - e. to give
 - f. (to) understand

5. Free.

Recorded messages

Activity 1

- a. Sales manager
- b. Peter Stephens
- c. 23rd March
- d. New York
- e. Liverpool
- f. 'Athena'
- g. Greek
- h. LMS freighters

Activity 2

- a. 'This is Tom Gilford speaking; the sales manager for G.M.S.'
- b. No, he doesn't.
- c. Yes, he does.
- d. He is calling about the delivery of the microcomputers to G.M.S.
- e. He will call back.

EXERCISES

1. telephone, answerphone, switchboard, microcomputer, within
2.
 - a. Who takes them when **there isn't nobody** in the office? (**there is nobody / there isn't anybody**)
 - b. You are going **to listening** to the cassette. (**to listen**)
 - c. This is Tom Gilford **speaks**. (**speaking**)
 - d. Please leave your name after you **hearing** the signal. (**have heard / hear**)
 - e. Thank you for **call**. (**calling**)
 - f. The **estimation** date of arrival is 23rd March. (**estimated**)
 - g. The ship sails **with** a greek flag. (**under**)
3.

a - 5	f - 1
b - 3	g - 6
c - 7	h - 10
d - 4	i - 2
e - 8	j - 9
4.

a. establishment	f. arrival
b. answer	g. own
c. call, caller	h. deliver
d. operate	i. export, exporter
e. extend	j. despatch

The telex - A necessary aid to business world

A. Answers

1. It is cheap, fast and accurate.
2. No. It sends messages in no time/immediately.
3. Free.
4. Free.

B. EXERCISES

1.

a. aid	c. typewriter
b. messages	d. appears
2.

a. aid	d. in no time
b. cheap	e. correspondent
c. effective	f. globe

3. a - 2 d - 4
 b - 3 e - 6
 c - 1 f - 5

4. **Suggestions:**

- | | |
|------------------|-------------------|
| a. cheapness | f. machinery |
| b. fastness | g. telephonist |
| c. accuracy | h. correspondence |
| d. effectiveness | i. appearance |
| e. sender | j. immediacy |

5. Free.

«We think, therefore we are RAFAX»

A. Answers

- The new generation of RAFAX thinks for itself.
- RAFAX 17 can transmit and receive unattended day and night, seven days a week.
- A₃ documents.
- RAFAX 27 can memorise and transmit to up to 100 different locations.
- It turns out to be quicker, clearer and more accurate than ever.

B. EXERCISES

- Fill in the coupon according to the instructions given in the student's book.

2. a. 2
 b. 3
 c. 3
 d. 2

3. a. inexpensive, transmit
 b. store, automatically
 c. monitor
 d. range, business

4. a - 2 c - 1 e - 3 g - 5 i - 10
 b - 4 d - 7 f - 8 h - 6 j - 9

5. NOUNSimportance

_____reality
_____quickness
clearness/clearance
accuracy

freedom

ADJECTIVES_____
different
speedy
secure
communicative

competitive

detailed

Tele-communications in our life

A. Answers

1. The machine was out of order.
2. He/She told her that the extensions in the company were engaged.
3. Because she's running out of credits.
4. Gregory's nine-year-old son, Paul.
5. It's a phone for the public which works with the use of a phone-card.
6. In our country you can buy them from a news agent's kiosk or elsewhere, and in England from many newsagent's shops, post offices, stations, garages and other places.
7. We pay 1,000, 4,500 or 8,000 drs.
8. You have to dial the code number of the other town or country first.
9. You can look it up on the first pages in a telephone directory or in the Yellow Pages.
10. The phone numbers of some people which are out of the public telephone directory.
11. It works by radio.
12. It is charged according to the duration of the time of speaking.

B. EXERCISES

1. a. is on the line
b. get through to
c. was out of order

Consolidation exercises

1. a - 5 f - 1 k - 9 p - 18
b - 6 g - 3 l - 15 q - 16
c - 2 h - 11 m - 14 r - 20
d - 10 i - 4 n - 12 s - 17
e - 8 j - 7 o - 13 t - 19
2. a. extension f. field k. regard
b. properly g. crucial l. vessel
c. firm h. promotion m. facsimile
d. circular i. objective n. demonstration
e. data j. memorandum o. portable
3. a. remember d. memorise
b. remember e. remind
c. remind f. Remember
4. a. let d. Let g. allows
b. allowed e. left h. let
c. allow f. Leave
5. a - 4 h - 10 o - 20
b - 1 i - 7 p - 16
c - 5 j - 14 q - 19
d - 2 k - 8 r - 13
e - 3 l - 15 s - 17
f - 9 m - 11 t - 18
g - 6 n - 12
6. a. asked f. explained
b. remarked/said g. said/explained
c. told / asked h. remark
d. Tell, said i. tell
e. say j. explained
7. a. ironed out g. place an order with
b. heard from h. out of order
c. am looking i. fix a date
d. Get in touch with j. cut down
e. hold on k. Look up
f. cut off l. run out of

8. Suggestions:

- a. I'd like to speak to someone in the sales department / Would you put me through to the sales department?

- c. ... hold a meeting.
 - d. ... you want to remind someone of something in the firm.
 - e. ... you have experience in the field.
 - f. ... the beginning and the end.
 - g. ... with what is being offered.
 - h. ... crisp and persuasive.
 - i. ... listen for the dialling tone and finally dial the number.
 - j. ... receiver down and start the whole thing again.
 - k. ... to put you through.
 - l. ... on/over the phone.
 - m. ... potent sales tool.
 - n. ... just shifting products.
 - o. ... everywhere in no time.
 - p. ... place an order with them.
13. a. ... to arrange an appointment with the manager for her.
- b. ... they would interview her the following week.
- c. ... he wanted to discuss a serious matter with us/me.
- d. ... the telephone will / would always be a tool of primary importance.
- e. ... she would like to be put through to the Sales Department.
- f. ... she could speak to Mr Gilford.
- g. ... she might have my extension number.
- h. ... they hadn't received the new order yet / up to that time.
- i. ... they had bought their phonecards from a newsagent's shop.
- j. ... to choose one of them.
- k. ... not to be in a hurry.
- l. ... I should know the answer.
14. a. ... were sent by Tom to his colleagues.
- b. ... has been distributed to the staff by the secretary.
- c. ... will be sent registered.
- d. ... are usually typed by typists everyday.
- e. ... has not been exploited as a selling tool by the marketing fraternity very much.
- f. ... must not be seen as an alternative to the direct mail.
- g. ... can be used to achieve broader marketing objectives.
- h. ... is needed urgently by the company.
- i. ... are regarded as defensive and non-communicative positions (by many people).
- j. ... has been established by most companies for their personnel to have lunch.
- k. ... is used as a telephone and a typewriter.
- l. ... are listed in the phone directory by the Telephone Company.
15. a.(1st conditional)
- If you had to discuss something with the manager, his secretary would arrange an appointment for you. (2nd conditional)

- If you had had to discuss something with the manager, his secretary would have arranged an appointment for you. (3rd conditional)
- b.**(1st conditional)
 - He certainly would not give you permission, if you didn't ask for it. (2nd conditional).
 - He certainly would not have given you permission, if you had not asked for it. (3rd conditional).
- c.**(2nd conditional)
 - If you are interested in the job, you will have to apply for it. (1st conditional)
 - If you had been interested in the job, you would have had to apply for it. (3rd conditional).
- d.**(3rd conditional)
 - If she is experienced in this field, she will not make so many mistakes. (1st conditional)
 - If she was/were experienced in this field, she would not make so many mistakes. (2nd conditional)
- e.**(1st conditional)
 - If you didn't take immediate action, they would go to another firm. (2nd conditional).
 - If you hadn't taken immediate action, they would have gone to another firm. (3rd conditional).
- f.**(3rd conditional)
 - If you have folded arms and crossed legs, you will be regarded as defensive and non-communicative. (1st conditional)
 - If you had folded arms and crossed legs, you would be regarded as defensive and non-communicative. (2nd conditional)
- g.**(3rd conditional).
 - She can buy more things, if she has more money. (1st conditional)
 - She could buy more things, if she had more money. (2nd conditional)
- h.**(2nd conditional)
 - She will work overtime only if the company raise/raises her salary. (1st conditional)
 - She would have worked overtime only if the company had raised her salary. (3rd conditional)
- i.**(1st conditional)
 - If she didn't hang up soon, she would run out of credits. (2nd conditional)
 - If she hadn't hung up soon, she would have run out of credits. (3rd conditional)
- j.**(2nd conditional).
 - If the manager is here, we will be able to deal with it. (1st conditional)

- If the manager had been here, we would have been able to deal with it. (3rd conditional)
- 16.**
- a. Please write your name at the top of the page.
 - b. I go to the bank every Friday. (or Every Friday I go to the bank).
 - c. If you want several people to read a circular, you have to distribute it around.
 - d. If you want to call your secretary into your office, you use the intercom.
 - e. I remembered his name after a few minutes. (or After a few minutes I remembered his name).
 - f. She has been working at the office all morning.
 - g. The entire deal or offer must be contained in the first few paragraphs.
 - h. I'm sure he'll ring you as soon as he comes.
 - i. The three first steps for making a phone call are to lift the receiver, listen for the dialling tone and finally dial the number.
 - j. We haven't received the microcomputers yet.
 - k. Have you been to the Post Office recently?
 - l. I'm going to London for a few days next week.

Inquiries

Activity: free.

Listening

Fill in the blanks

- | | | |
|--------------|-----------------|-----------------|
| 1. large | 8. brand | 15. require |
| 2. store | 9. independent | 16. place |
| 3. Liverpool | 10. appreciate | 17. substantial |
| 4. more | 11. willingness | 18. offer |
| 5. floppy | 12. samples | 19. trade |
| 6. edition | 13. see | 20. discounts |
| 7. know | 14. standard | |

Offers - Replies to enquiries

Activity: free.

Listening

Fill in the blanks

- | | | |
|-------------|-----------------------|---------------|
| 1. pleasure | 7. five per cent (5%) | 13. further |
| 2. receive | 8. orders | 14. require |
| 3. hear | 9. willing | 15. contact |
| 4. range | 10. review | 16. reach |
| 5. offer | 11. established | 17. agreement |
| 6. quantity | 12. trading | 18. terms |

Special offers

A circular and an inquiry from it

Activities A and B: free.

Listening

Fill in the blanks

- | | | |
|------------------|---------------|-----------------|
| 1. advise | 8. account | 15. contact |
| 2. consideration | 9. materials | 16. executive |
| 3. offer | 10. quality | 17. extension |
| 4. sure | 11. consider | 18. information |
| 5. find | 12. guarantee | 19. require |
| 6. prices | 13. damage | 20. forward |
| 7. competitive | 14. questions | 21. sincerely |

Orders

Activity: free.

Listening

Fill in the blanks

- | | | |
|-------------|----------------|------------------|
| 1. Enclosed | 8. receipt | 15. value |
| 2. order | 9. invoice | 16. hope |
| 3. shoes | 10. appreciate | 17. prompt |
| 4. leather | 11. reduced | 18. delivery |
| 5. sorts | 12. wallets | 19. weeks |
| 6. designs | 13. market | 20. confirmation |
| 7. remit | 14. article | 21. in advance |

Acknowledgement and execution of orders

Activity: Help the students complete the given Pro-forma Invoice.

Listening

Fill in the blanks

- | | | |
|------------|------------------|-----------------|
| 1. order | 8. forward | 15. colour |
| 2. sent | 9. packed | 16. sure |
| 3. Docks | 10. goods | 17. consignment |
| 4. loading | 11. instructions | 18. order |
| 5. sails | 12. managed | 19. hesitate |
| 6. hand | 13. items | 20. further |
| 7. agent | 14. stock | 21. require |

Complaints

Activity: Free.

Listening

Fill in the blanks

- | | | |
|--------------|---------------|--------------------|
| 1. complain | 6. correspond | 11. damaged |
| 2. shipment | 7. boxes | 12. urgent |
| 3. received | 8. broken | 13. representative |
| 4. order | 9. wrongly | 14. inspect |
| 5. unpacking | 10. delivered | 15. replacement |

Replies to Complaints

Activity: free.

Listening

Fill in the blanks

- | | | |
|-----------------|------------------|--------------|
| 1. informing | 8. inconvenience | 15. articles |
| 2. damage | 9. Company | 16. stock |
| 3. consignment | 10. inspect | 17. willing |
| 4. order | 11. compensation | 18. soon |
| 5. transactions | 12. send | 19. do |
| 6. trouble | 13. shipment | 20. forward |
| 7. really | 14. know | 21. hearing |

Export Trade

A. Answers

1. More complicated than the home trade and sometimes a little confusing.
2. No. Most of them are changing.
3. It stands for the European Union.
4. No, because of the currency restrictions from certain countries.
5. Packing, transport to the port... to be considered.
6. It means that the prices will include... port of export.
7. c.i.f. term.
8. Yes, he is.
9. They are distributed to the exporter, the customer and/or the importer.
10. When their customers are reliable and sound, and when the countries they send their goods to, have no currency restrictions.
11. It means cash with order.
12. No, because in some countries the Post Office... C.O.D. parcels.

B. EXERCISES

- | | |
|------------------|--------------------|
| 1. a. E.U. | e. C.O.D. |
| b. f.o.b. | f. c.w.o. / C.W.O. |
| c. c.i.f./C.I.F. | g. quotas |
| d. B/L | |

2. a. In, a, to, the
 b. to, an, to, the
 c. Of, to, the, the/a, of
 d. In, of, to, the, of
 e. for, with, on
 f. In, for, on
3. a. different f. important
 b. confusing g. reliable
 c. economic h. sound
 d. expensive i. open
 e. national j. acceptable
4. a. export, exporter
 b. confusion
 c. regulation, regulator
 d. import, importer
 e. restriction
 f. certificate, certification
 g. calculation, calculator
 h. transport, transportation
 i. quotation
 j. delivery
 k. insurance
 l. consignment, consignee
5. a. Export trade, which is surely different from home trade, is complicated and sometimes confusing.
 b. The B/L, which is made out in many copies, is to be distributed to the exporter, the customer and/or the importer.
 c. Exporters who usually ask for c.w.o. are paid before the shipment arrives its destination.
 d. The customers who cannot get the goods without the B/L have to pay C.O.D.
 e. A f.o.b. quotation, which means 'free on board', is suggested when it is difficult to calculate the delivery expenses.

Gathering information about export trade

A. Answers

1. Because it demands right decisions, proper steps of bureaucratic formalities.

2. To ask for some pieces of advice... abroad.
3. The population of the country you are going to export to, its production, its consumption, its foreign exchange reserves and its trade restrictions.
4. The quotas, the customs tariffs, the export licences and the exchange permits.
5. Through the trade missions and the Chamber of Commerce.
6. They are groups of officials... the two countries.
7. Yes, they are.
8. If the exporter quotes a free on board export price, plus estimated delivery costs.
9. By giving him a bonus for extra sales.
10. In the trade directories which are available in the General Directorate of Commerce. Trade Missions could also be helpful.

B. EXERCISES

1.
 - a. buying (and selling)
 - b. complicated
 - c. in foreign countries
 - d. as opposed to
 - e. proper
 - f. domestic trade
 - g. make a hit with
 - h. ask for
 - i. promotion
 - j. statements
 - k. population
 - l. to be aware of
 - m. permit
 - n. official
 - o. clear
 - p. field
 - q. plus
 - r. at a glance
 - s. bonus
 - t. productivity
 - u. directory
 - v. finish
 - w. defect
 - x. arbitration

2.
 - a. selling
 - b. same
 - c. domestic trade
 - d. proper

- e. have made a hit with
- f. expand
- g. abroad
- h. right
- i. increase
- j. plus
- k. packaging
- l. make profit
- m. include
- n. imperfection
- o. disagreement
- p. exit

- 3.
- a. information
 - b. decision
 - c. transaction
 - d. visit
 - e. activity
 - f. promotion
 - g. distribution, distributor
 - h. production, products, productivity
 - i. consumption
 - j. restriction
 - k. quotas (quotations)
 - l. export
 - m. report
 - n. government
 - o. association
 - p. agreement
 - q. compensation
 - r. payment
 - s. arbitration
 - t. dispute

- 4.
- a. as, as
 - b. of
 - c. for, of
 - d. for
 - e. out, to, of
 - f. to, of, for
 - g. of, by, to, as
 - h. of, on

- 5.
- | | | |
|--------------|----------------|-------------|
| Bying | becomes | buying |
| shelling | » | selling |
| shame | » | same |
| complectated | » | complicated |

countries	becomes	countries
opposed	»	opposed
demands	»	demands
rite	»	right
transactions	»	transactions
least	»	least
biurocratic	»	bureaucratic

Export financing

A. Answers

1. Export financing.
2. The letter of credit.
3. It's a letter from a bank... takes responsibility.
4. Commercial L/cs, confirmed L/cs.... unconfirmed.
5. The irrevocable and the confirmed.
6. No, it cannot.
7. The paying bank.
8. The letter of credit, the commercial invoice, the insurance certificate and the bill of lading or the air-way bills.
9. The irrevocable L/c.
10. Monthly or quarterly.
11. When the agreed type of payment is a sight draft.
12. The customer, that is the buyer, takes... was agreed beforehand.

B. EXERCISES

1. a. order d. turn
b. course e. queue
c. lines f. range

2. a - 4 e - 2 i - 7
b - 6 f - 3 j - 9
c - 1 g - 5
d - 8 h - 10

3. a. You must get a Letter of Credit, so that you can/will have the right to obtain your money.

B. EXERCISES

1. Verb	Noun
govern	_____
_____	import, importer
collect	_____
_____	allowance
clear	_____
protect	_____
compete	_____
restore	_____
_____	pay, payment
_____	limit, limitation
_____	strength
_____	entanglement
_____	legislation

2. a. trader
 b. importer
 c. customs officer
 d. customs broker / clearing agent
 e. member
 f. European

3. a. entering, recording
 b. reduce, (to) help
 c. leave
 d. be imported
 e. to act
 f. being

4. a. which d. whom
 b. who, which e. of which
 c. whose f. which, who

5. a - 2/1 c - 1 e - 5
 b - 4 d - 6 f - 3

Consolidation exercises

1. a. expect
b. looking forward
c. expecting
d. hoped / hopes
e. look forward
- f. waiting
g. expect
h. waiting, waiting for
i. hope
j. looking forward
2. a. price
b. charge
c. price, rate
d. rate
- e. quotas
f. quotas, prices
g. cost
h. prices, costs
3. a. a great deal of / a considerable amount of
b. large number of
c. large number of
d. a considerable amount of
e. a great deal of
4. a. asked
b. claimed
c. demands
d. requires
- e. demands
f. asking for
g. claimed
h. claim
5. a - 3
b - 2
c - 1
d - 4
e - 3
- f - 1
g - 3
h - 2
i - 4
j - 1
6. a. really
b. substantially
c. kindly
d. gratefully
e. promptly
f. well
g. satisfactorily
h. exclusively
- i. considerably
j. immediately
k. fully
l. possibly
m. urgently
n. precisely
o. originally
p. more

7. **a** - 4 **j** - 15 **s** - 12
b - 5 **k** - 25 **t** - 23
c - 7 **l** - 22 **u** - 20
d - 14 **m** - 2 **v** - 6
e - 17 **n** - 11 **w** - 8
f - 1 **o** - 13 **x** - 9
g - 21 **p** - 19 **y** - 18
h - 10 **q** - 3
i - 16 **r** - 24

8. **a** - 4 **j** - 19/21 **s** - 16
b - 5 **k** - 2 **t** - 17
c - 8 **l** - 12 **u** - 22
d - 3 **m** - 25 **v** - 20
e - 11 **n** - 6 **w** - 9
f - 13 **o** - 21/19 **x** - 23
g - 1 **p** - 14 **y** - 24
h - 18 **q** - 7
i - 15 **r** - 10

9. **a.** representative **n.** correspondent
b. competitor **o.** buyer
c. sender **p.** receiver
d. banker **q.** manager
e. manufacturer **r.** inspector
f. seller **s.** agent
g. marketer **t.** scientist
h. retailer **u.** exporter
i. wholeseller **v.** importer
j. instructor **w.** distributor
k. executive **x.** producer
l. trader **y.** collector
m. examiner **z.** trainer; trainee

10. Suggestions:

- a.** ... a person who buys and sells goods.
b. ... a person who controls a business.
c. ... a person who works for the Government at a Customs House and allows the goods to be cleared.
d. ... a person who clears imported and exported goods.
e. ... a person who trains or gives practice, esp. in a profession or skill.
f. ... a person who is being trained.
g. ... a person or a firm that has regular business relations with a person or firm abroad.
h. ... a person who acts in place of one or more others.

11. a - 8 f - 7
 b - 10 g - 5
 c - 2 h - 6
 d - 9 i - 3
 e - 4 j - 1

12. a. employees
 b. addition
 c. quotation, order
 d. payment
 e. inquiry
 f. request
 g. confirmation, settlement
 h. shipment
 i. carriage
 j. examination, contents
 k. receipt
 l. shipping, consignee
 m. Ministry
 n. promotion, distribution
 o. production, consumption
 p. identification
 q. exporter, forwarded
 r. monthly, quarterly

- | | |
|------------------|-----------------|
| 13. a. tariff | i. settlement |
| b. commodities | j. possession |
| c. excise | k. supplier |
| d. debenture | l. transaction |
| e. legislation | m. bureaucratic |
| f. irrevocable | n. freight |
| g. promise | o. productivity |
| h. correspondent | p. guarantee |

- | | | |
|--------------|---------|-----------|
| 14. a. sails | becomes | sales |
| b. compete | » | complete |
| c. insurance | » | assurance |
| d. weak | » | week |
| e. inquire | » | require |
| f. grand | » | grant |
| g. threw | » | through |
| h. meat | » | meet |
| i. peaces | » | pieces |
| j. some | » | sum |

15. a. checking
 b. attached
 c. be given
 d. was made / has been made
 e. have not heard
 f. is settled/will be settled
 g. will find
 h. allowed
 i. to obtain
- j. will affect
 k. depend
 l. receiving
 m. found / have found
 n. offering, charging
 o. is
 p. advise / would strongly advise / will strongly advise
16. a. False
 b. False
 c. False
 d. False
 e. True
 f. True

Do you get on well with computers?

A. Answers

1. He is trying to persuade... successors.
2. No. She thinks that a computer... make it work.
3. Free. Let the students express their own opinions.
4. Suggestion: They will be greatly improved in the future.
5. Because they will dominate... things with us.
6. They have an artificial memory and a manageable mechanism.
7. The tedious and boring tasks, such as... industrial machinery.
8. Because they have caused... freedom and dignity.
9. The electronic intelligence.
10. He admires them but he is also frightened of their future power.

B. EXERCISES

1. a. persuade
 b. outlive
 c. skills
 d. innumerable
 e. exaggerating
 f. guided
 g. data
 h. utterly
 i. aggressive
- j. complicated
 k. naive
 l. retaliating
 m. dominate
 n. negotiating
 o. tedious
 p. deprived
 q. redundant
 r. invincible

2.	VERB	NOUN	ADJECTIVE
	_____	persuasion	persuasive
	_____	exaggeration	exaggerated
	_____	guide, guidance	guided
	_____	invasion, invader	X
	_____	meaning	meaningful, meaningless
	_____	comparison	comparative
	_____	retaliation	retaliatory
	threaten	_____	threatening
	_____	domination	dominant
	_____	negotiation	negotiable
	manage	_____	manageable
	know	know, knowledge	_____
	industrialize	_____	industrial, industrious
	X	redundancy	_____
	inform	_____	informative
	quarrel	_____	quarrelsome
	point	_____	pointless
	strengthen	strength	_____
	evolve	_____	evolutionary
	suppress	_____	suppressive

3. Free.

4. a. ... if she agrees / agreed that the capacities of a computer are / were innumerable.
 b. ... that a computer without him and her will / would be a completely useless device.
 c. ... that if he didn't make the machine work, he would be fired.
 d. ... not to be rude and aggressive if she wanted to get on well with her colleagues.
 e. ... a cruel blackmailer.
 f. ... had arranged the programmes and made all the travel reservations.
 g. ... that computers have caused unemployment, as they have deprived many clerks of their jobs.
 h. ... that there was no point in quarrelling since he couldn't make her change her mind.
5. a. to, to, isn't he
 b. in, over, from, in, doesn't he
 c. to, doesn't she
 d. of, of, doesn't it
 e. of, through, hasn't he
 f. In, to, won't they
 g. under, doesn't she

- h. of, haven't they
- i. to, to, in, of, on, aren't they
- j. to, in, for, isn't she

Computers in banking

A. Answers

1. She works in a bank.
2. She is one of the computer operators.
3. By depositing money.
4. They can go to an outside window of the bank and punch their code number on a computer. The computer will take care of their deposit or withdrawal... machine.
5. Through computers.
6. No, it isn't. The computer can immediately subtract money from their bank account and add it to the store's account.

B. EXERCISES

1. a-4, b-1, c-2, d-5, e-3, f-6.
2.
 - a. ... to tell him something about her new job.
 - b. ... she is/was one of the computer operators in the Bank.
 - c. ... what an account is/was.
 - d. ... he could withdraw money like that.
 - e. ... she was sure that he would have a computer before long.
 - f. ... he has/had got an account in the Bank.
3.

<ol style="list-style-type: none"> a. boring b. easy c. inefficient d. withdraw/withdrawal e. inside f. add/deposit 	<ol style="list-style-type: none"> g. serious h. after i. with j. sell k. silly/stupid l. easy
---	--
4.

<ol style="list-style-type: none"> a. for, of b. with c. out of d. at, of 	<ol style="list-style-type: none"> e. with, in f. of g. to, with h. from, to
---	--

5. a. can
b. will open/open
c. would/could have

- d. knew
e. would have bought
f. had thought

New scope for micros

a. The use of microcomputers gives yourself an edge

A. Answers

1. They are going through a crisis of indecision.
2. They aren't sure of what equipment they need and how to use it.
3. They will lose considerable ground to competitors that will use microcomputers.
4. It can communicate with an existing mainframe in the marketing department.
5. They find out that it isn't compatible with the company's main computer.
6. Because it permits future... information.

B. EXERCISES

1. a. to adopt
b. will use/use
c. in finding
d. on getting
e. communicate with
2. a. go/are going/have gone/have been going
b. will lose/lose/are losing/have lost/have been losing
c. find/have found
d. buys/has bought
e. doesn't operate/isn't operating/hasn't been operating

3. 1-d 3-e 5-b 7-c
 2-a 4-g 6-f 8-h

4.	VERB	NOUN
		sense
	inform	failure
		conduct
	equip	adoption
	compete	communication
	use	increase
	facilitate	permission

5. a. marketing specialists
 b. equipment
 c. many companies
 d. critical question
 e. personal microcomputer
 f. first-time users
 g. (the) PC

New scope for micros

b. Function, use and size of the computer

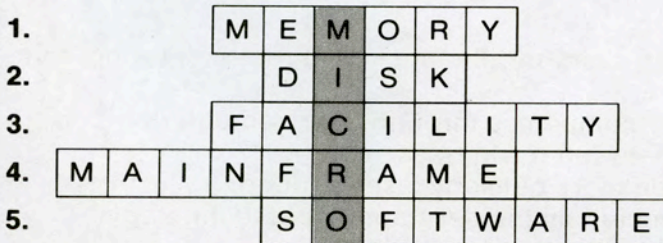
A. Answers

1. By listing the key tasks the micro will be expected to perform.
2. The right sort of software.
3. He should have a certain amount of training and basic keyboard skills.
4. The data input and reporting.
5. 'What size should the computer be?'
6. A full memory in the computer to handle the software.

B. EXERCISES

1. a. ... expect microcomputers to perform a lot of tasks.
 b. ... can choose the right hardware after hard thinking.

- c. ... will require certain kinds of software to perform specialised sales and marketing jobs.
- d. ... should give careful consideration to the memory capacity of the computer.
- e. ... should discuss the aspect in detail with the dealer.
2. a. to deal with
 b. function
 c. to perform
 d. hardware
 e. software
 f. data
 g. the memory capacity
 h. to decide
3. a-2, b-3, c-1, d-4
4. a. mainstay **becomes** mainframe *and*
 confirmation » configuration
 b. overrate » operate *and*
 account » amount
 c. planting » planning
 life » line *and*
 final » financial
 d. applicants » applications *and*
 capillarity » capacity
 e. facsimile » facility
 stores » storage *and*
 high » hard
 f. residential » resident *and*
 prepared » separate



The high tech pitch

A. Answers

1. The technological developments.
2. They are being used in all stages of direct marketing campaigns.
3. They record customer history.
4. They promise 'readiness to receive cable and satellite'.
5. 7.000 letters.
6. The power to locate the best prospects drawn upon the relevant information.
7. When it is useful and used.

B. EXERCISES

1. a. has/has had/is having
b. record
c. was
d. will be
e. had not been

2. Suggestions:

- a. Which two technologies are being used in direct marketing campaigns?
- b. How do companies record the customer's history?
- c. What kind of advanced mail is there between businesses?
- d. Is teletext still a dream?
- e. Where else are there exciting developments?

3. a-3 c-4 e-6
b-1 d-2 f-5

4. a. ... are now being used in all stages of direct marketing campaigns.
b. ... is recorded by companies through their computers.
c. ... will be used between businesses.
d. ... has been made more quick by laser printing.
e. ... have been affected by the development of technology.
f. ... hadn't been told.

5.

A	M	U	A	L	L	A	S	E	R	X
C	A	P	R	I	N	T	I	N	G	S
U	R	O	E	P	B	E	S	T	V	A
S	K	N	L	I	S	T	S	D	I	T
T	E	L	E	T	E	X	T	J	D	E
O	T	D	O	C	A	B	L	E	E	L
M	I	I	K	H	N	A	L	S	O	L
E	N	R	M	A	I	L	H	O	D	I
R	G	E	U	S	E	D	O	R	T	
T	E	C	H	N	I	Q	U	E	S	E
P	S	T	P	A	P	E	R	W	C	Z

The terminal salesman

A. Answers

1. It expressed concern about the under-utilisation of computers in the sales function.
2. No, they don't.
3. Many companies are making extensive use of the new technologies in the sales function.
4. To reduce administrative costs... customer services.
5. Via cassette and tape recorder.

B. EXERCISES

1. (1) undertook, (2) had undertaken, (3) had noticed/noticed, (4) had been/were, (5) has improved/is improving, (6) have been programmed/are programmed.

2. Verb	Noun	Adj.	Adv.
expressed	survey	major	rapidly
reduce	concern	direct	
improve	report	frequent	
	costs		
	product		

3. a. near, b. reduce, c. was, d. flower, e. productivity

4. Fortiunatly	becomes	Fortunately
situation	»	situation
improoved	»	improved
numerus	»	numerous
extesive	»	extensive
tecknologies	»	technologies
sails	»	sales
mayor	»	major
aplications	»	applications
reduse	»	reduce
administreitive	»	administrative
shave	»	save

5. positive	comparative	superlative
_____	fewer	fewest
little	less	_____
_____	more extensive	most extensive
much / many	_____	most
_____	more accurate	most accurate
_____	higher	highest
_____	more frequent	most frequent
_____	more rapid	most rapid

Reengineering

A. Answers

1. It is the replanning... for a better future.
2. It was devised by two famous American economists.
3. They claim that most commercial industries... from all over the world.
4. No, they are able to order products from every distant corner of the earth.
5. Every new businessman becomes... personal treatment.
6. They have become fields of enormous insecurity and they are full of imponderable factors.
7. They will close down.
8. They have ensured an increase... up to 100%.
9. No, they don't.
10. They are specialized sections and departments or specifically trained personnel.

11. It ends up in the creation... gradually disappear.
12. The right company is the one which is run... the target of the company.
13. Yes, it is, thanks to the computer science.
14. Many directors, managers and supervisors will become redundant.
15. They believe that the short span of life... for all of us. If businesses flourish again, however, through the abolition... of a full occupation for all people.

B. EXERCISES

- | | | |
|---------|------|-----|
| 1. a- 4 | f- 8 | k-3 |
| b-10 | g-13 | l-9 |
| c-14 | h-15 | m-7 |
| d-11 | i- 2 | n-5 |
| e- 1 | j-12 | o-6 |

2. a. lows **becomes** laws *and*
 passed » past
 b. given » taken
 c. show » so
 d. attached » attacked
 e. instant » distant
 f. insurance » insecurity
 g. 'foxes' » 'boxes'
 actions » sections *and*
 apartments » departments
 h. driven » run
 list » least,
 detectors » directors *and*
 contributed » constituted

3. a. ... was devised by two famous American economists.
- b. ... is attacking businessmen and traders.
- c. ... can be ordered (by customers) from every distant corner of the earth.
- d. ... apply 'reengineering'.
- e. ... of the income of the businesses has been ensured by the two economists.
- f. ... managers and directors should run a right company.
- g. ... which comprise the target of the company is to be performed by each group of employees.
- h. ... and efficiency of each member of the staff are determining the roles.

4. a. False f. False
 b. True g. False
 c. True h. False
 d. True i. True
 e. False j. True
5. a. revealing (irrelevant meaning)
 b. apply (irrelevant meaning)
 c. create (verb; not a noun)
 d. and (not a preposition)
 e. significant (adjective; not a verb)
 f. will disappear (future; not a past participle)
6. Free.

Consolidation exercises

1. a. computer
 b. floppy disk
 c. software
 d. mainframe
 e. hardware
2. a. monitor i. compatible
 b. data j. essential
 c. negotiate k. scope
 d. artificial l. function
 e. gadget m. mainframe
 f. deposit n. reengineering
 g. withdraw o. trained
 h. check/cheque p. redundant
3. a. outlive j. mainframe
 b. furthermore k. overlook
 c. simple-minded l. network
 d. blackmail m. spreadsheet
 e. withdraw n. software
 f. microcomputer o. keyboard
 g. teletext p. videodisc
 h. undertake q. highlight
 i. updating r. hardware

4. a-10 e- 6 i-17 m-3 q-12
 b-13 f-18 j-11 n-5 r-19
 c- 2 g- 8 k-20 o-1 s-14
 d-16 h-15 l- 7 p-9 t- 4

5. a- 8 f- 1 k- 6 p- 7
 b-12 g-14 l- 2 q- 9
 c-17 h- 3 m-13 r-19
 d-10 i- 5 n-18 s-16
 e-20 j-15 o- 4 t-11

6. a. imagination i. detailed
 b. efficiency j. decided
 c. shorthand k. memory
 d. adopt l. supplied /
 e. facility m. establishment
 f. personal n. become
 g. indecision o. achievement
 h. declaring
(They are all irrelevant in meaning).

7. a. salesman g. trainer
 b. economist h. dealer
 c. banker i. supplier
 d. accountant j. businessman/-woman
 e. operator k. printer
 f. performer l. clerk

8. a. funnily k. personally
 b. efficiently l. increasingly
 c. wonderfully m. essentially
 d. immediately n. previously
 e. cleverly o. skilfully
 f. surely p. merely
 g. newly q. finally
 h. critically r. separately
 i. presently s. dramatically
 j. mainly t. electronically

9. a. to make f. be discussed
 b. to communicate g. have had
 c. has been working h. was
 d. has not managed, to find i. would not have made
 e. operate, have, training j. is/will be

10. a. persuasion
b. threat
c. dominate
d. guidance
e. evolve
f. store
g. share
h. performance

- i. respond
j. requirement
k. add
l. achievement
m. intensity
n. division
o. signify

11. a. biological
b. useful/useless
c. accurate
d. manageable
e. natural
f. critical
g. careful
i. additional
j. required

- k. detailed
l. marketing
m. technological
n. clerical
o. administrative
p. financial
q. universal
r. powerful
s. famous

12. whatever
outlive
furthermore
brainless
withdraw
outside
microcomputer
mainframe
overlook

- network
hardware
straightforward
spreadsheet
videodisc
undertake
highlight
relationship
forecasting

13. a. innumerable
b. brainless
c. unemployment
d. indecision
e. incompatible
f. unsure
g. unable
h. unimportant

- i. illogical
j. indirect
k. impersonal
l. impossible
m. improper
n. inexpensive
o. useless
p. unaffected

D	E	S	P	A	T	C	H	C	U	S	T	O	M	S
O	R	D	E	R	E	U	T	O	C	O	I	T	E	M
C	U	S	T	O	M	E	R	N	H	L	T	E	R	M
U	C	W	O	F	D	S	A	T	A	V	P	A	C	K
M	A	R	K	F	R	A	N	R	R	E	N	T	R	Y
E	F	A	S	E	A	L	S	A	G	N	C	A	S	E
N	F	B	L	R	F	E	I	C	E	T	F	O	R	M
T	R	A	D	E	T	S	T	T	I	S	S	U	E	C
A	E	T	R	A	N	S	A	C	T	I	O	N	D	L
T	I	Q	L	S	T	O	C	K	R	N	P	I	R	E
I	G	U	O	L	I	S	T	S	A	Q	A	N	A	A
O	H	O	A	R	A	N	G	E	N	U	T	V	W	R
N	T	T	D	E	F	E	C	T	S	I	T	O	B	A
F	C	A	I	Y	F	I	R	M	F	R	E	I	A	N
O	O	S	N	P	R	I	C	E	E	Y	R	C	C	C
B	D	X	G	O	O	D	S	Z	R	W	N	E	K	E

Ads: A challenge to buyers

A. Answers

- In the 1st ad both the picture and the text are appealing while in the 2nd one only the items are highlighted. (Let the students find more differences).
- The first one is advertising holidays organised by a travel agency and the second one is advertising a microprocessor.
- The first one.
- Free. Let the students express their own opinion. e.g. No. A strong picture can be more persuasive.
- Free. e.g. Through a vivid/intense illustration.
- Free. e.g.—People they are written for.
—Which of the mass media something is advertised through, etc.
- Let the students support their opinion.

B. EXERCISES

1. a-4, b-5, c-1, d-2, e-3

2. a. challenging c. natural e. wonderful
b. beautiful d. stretchy f. peaceful

3. a. There is c. There is e. It is
b. It is d. It is f. There is

4. The paradise → Beauty
beloved → favourite
admire → turn your head
with so many delights → with so much to offer
no doubt → no wonder

Pieces of advice on organising a trip

A. Answers

1. Free. (e.g. To be informed about the prices, services and facilities each agency offers).
2. No, it isn't.
3. Because travelling by air costs a lot and there is a great difference among the given prices.
4. Because there are a lot of differences in the accommodation and the facilities included. You can find two weeks' full board... in a three-star hotel.
5. Archaeological sites, museums, art galleries and places of natural beauty and lush greenness.
6. A list of the cheap things you can find in the country you are going to visit.
7. Your visa.
8. No, it isn't.

B. EXERCISES

1. a. nowadays h. optional
b. brochure i. excursion
c. bookings j. lush greenness
d. in advance k. passport
e. make up your mind l. visa
f. thoroughly m. luggage
g. consider

B. EXERCISES

1. Free.
2.
 - a. from, to
 - b. with, of
 - c. through, of, to
 - d. into
3. ... to enjoy their vacation from the first to the last minute. They *were looking* for a combination of a reliable airline and a well-organised escorted tour. *They'd also like* to visit the best places where sport and leisure-time facilities along with plenty of peace and relaxation *would make* their holidays a memorable experience. *There was* no doubt that they *would collect* a wealth of memories *if they spent* their summer in Greece. *That was why they had asked* different travel agencies to send them their brochures to get some information about their Greek tours.
4. **Suggestions:**
 - a. escorted
 - b. facility
 - c. brochures
 - d. instructions
 - e. participation
5.

a. making plans	d. relaxation
b. to enjoy	e. escorted
c. reliable	f. reservation

Welcome to Greece

A. Answers

1. Yes, they do.
2. They offer 50% reduction for children tickets aged up to 12 years. Most hotels also grant 50% reduction for children up to 5 years of age.
3. It is subject to cancellation fees according to the local regulations.
4. No, they aren't.
5. No, she doesn't.
6. By car.

B. EXERCISES

1. a. valid e. are provided i. regulations
 b. indicated f. reduction j. refundable
 c. rate g. have featured k. liability
 d. included h. is cancelled l. en route
2. a. Taxes and service charge are included in the price.
 b. Further details are provided on request.
 c. Most hotels grant a 30% reduction for children up to 5 years of age.
 d. We have featured some hotels in this brochure.
 e. Unused services are refundable at the issuing office only.
3. a. ... they are not responsible for losses or injury of any person.
 b. ... they do/did not accept any liability in any way with respect to rate standards.
 c. ... to call them if we needed help.
 d. ... if she thought the regulations were strict.
 e. ... it wouldn't be difficult for them to make some bookings in advance.
4. a. after; next d. different
 b. irresponsible e. increase
 c. loose f. unsuitable; improper

5. Verb	Noun
serve	_____
_____	indication
request	_____
reduce	_____
inform	_____
_____	provision
arrange	_____
cancel	_____
_____	cause
respect	_____
_____	choice
_____	visit, visitation

Why ads aren't black and white

A. Answers

1. No, he believes that advertising often works but sometimes it doesn't.
2. They invariably either grossly overestimate or foolishly underestimate its effects.
3. No, they don't.
4. Physics is based on immutable, predictable laws, but advertising is not.
5. By doing the right things, based on our intelligence, experience and skill.
6. It is a likelihood, not a certainty. Because advertising deals with unpredictable... inanimate things.
7. No, it has not.

B. EXERCISES

1.

a. possible	f. correct/right
b. difficult/complicated	g. weak
c. lie	h. wrong
d. underestimate/undervalue	i. changeable
e. cleverly/intelligently	j. inanimate

2.
 - a. ... are manipulated by ruthless persuaders.
 - b. ... influenced by adverts.
 - c. ... cannot be discovered.
 - d. ... are done, we will succeed.

3.
 - a. Is it possible to persuade a person about the power of the mass media?
 - b. What doesn't always work?
 - c. What is advertising like?
 - d. What will we achieve if we do the right things?

4.

a. noun	i. verb
b. noun	j. adjective
c. verb	k. noun
d. verb	l. adjective
e. noun	m. noun
f. adjective	n. noun
g. noun	o. verb
h. noun	

4. VERB	NOUN	ADJECTIVE
signify	_____	significant
attend	_____	attentive
act	_____	active
repeat	repetition	_____
_____	recognition	recognisable
create	creation	_____
produce	_____	productive

5. a. of, in, in
 b. to, to
 c. from, at, of
 d. to, for, as, of

Don't sell the advertising budget short

A. Answers

1. Because the long-term future of that brand... new buyers.
2. It concerns media and ad agencies, because without the financial muscle... no advertising business.
3. If he can estimate how future advertising will affect his consumers and their behaviour.
4. To balance short and long-term returns.

B. EXERCISES

1. a. budget
 b. invest
 c. suggest
 d. vital
 e. brand
 f. depends on
 g. consumer
 h. convincing
 i. estimate
 j. profit
2. a. the hardest
 b. long
 c. less
 d. more, more
 e. further

3. a. advises, not to sell
- b. to agree
- c. depends, studying
- d. save, cutting
- e. to invest, are concerned, are

4. Verb	Noun
_____	agreement
_____	investment
_____	suggestion
consume	_____
decide	_____
_____	move, movement
behave	_____
_____	argument
compete	_____
return	_____
produce	_____
_____	concern

5. Free.

Are we mass media addicts?

A. Answers

1. They impose their good... They can establish or destroy... political party.
2. We should criticize everything.
3. They are reporters, spokesmen, presenters, broadcasters and commentators.
4. We want them to be smiling... and not boring.
5. We are misled and misinformed about what is happening in the world.
6. For the sake of money and success.
7. Because we let our feelings and thoughts be undermined and carried away by what we hear, watch or read, whereas we should be more critical.

B. EXERCISES

1. a-7 f- 4
b-8 g-10
c-1 h- 5
d-2 i- 6
e-3 j- 9
2. a. True d. True
b. False e. True
c. False f. False

3. Verb	Noun
_____	establishment
_____	destruction
comment, commentate	_____
broadcast	_____
_____	distortion
restrict	_____
_____	invasion
_____	exploit, exploitation

4. a. ... can be established or destroyed by the mass media.
b. ... deeply impressed us.
c. ... which is being broadcast on the radio or television should be criticized.
d. ... can mislead and misinform us.
e. ... should not be distorted by the mass media people.
f. ... are being exploited to the full.
5. Free.
6. Free.

Listening

Answers

1. The people who don't care... of events.
2. Because of the visual image.
3. When the viewers refuse to activate their minds.
4. We had better be more sensible... romantic setting.
5. If is easy to carry, cheaper... or working.
6. Because the attitudes expressed in the newspapers can be very different and contradictory.

Addiction and who's to blame

A. Answers

1. It bears a close resemblance to other addictions such as to alcohol or illicit drugs.
2. They depend on the individual's capacity to handle his or her personal responsibility.
3. Marketers and advertisers do.
4. Free.
5. It's the marketers' and advertisers' responsibility.
6. In the countries where cigarette advertising is still permitted.
7. Free.
8. Free.

B. EXERCISES

1.
 - a. to
 - b. to
 - c. on / of / about
 - d. on
 - e. out
 - f. for
 - g. about
 - h. on, between

2.
 - a. ... is still permitted in some office buildings.
 - b. ... wasn't allowed to leave the country by the authorities.
 - c. ... was blamed for the accident by the police officer.
 - d. ... has been announced about the facts.
 - e. ... will be forbidden on the cinema.

3.

a. contribute to	d. in general	g. marketing
b. argument	e. evidence	h. addiction
c. create	f. in spite of	

4.

a. praise	f. destroy
b. permit by law	g. forbid; ban
c. dissimilarity	h. increase
d. legal	i. unattractive
e. incapacity; inability	j. conceited; arrogant

2. Suggestions:

- a. He can't know the answer *as* he has never read the book.
- b. *Since* we are early, let's have a drink first.
- c. She never tells lies *because* she is afraid of her father.
- d. *Although* she is poor, she spends a lot.
- e. The children are naughty *but* they are polite.
- f. *While* Mary was doing her homework she was listening to music.

3. a. belief d. frequency
b. publicity e. Production
c. Limitations f. persuasive

4. Verb	Noun	Adjective
effect	effect	_____
publicize	publicity/public	_____
adapt	adaptation	_____
distribute	distribution	_____
complement	complement	_____
complete	completeness/completion	_____
persuade	persuasion	_____
contribute	contribution	_____
X	credibility	_____
continue	continuity/continuation	_____
limit	limit/limitation	_____
communicate	communication	_____

5. a. relations f. incentive
b. integrated g. audience
c. benefit h. stimulate
d. publicity i. downturns
e. complementary j. schedules

Can get no satisfaction

A. Answers

1. They are trying to win them through advertising, public relations, design and other traditional promotional activities.
2. It's customer relations, that is the art of retaining customers.
3. No, it isn't.

4. First, it isn't worth... even if a complaint is made.
5. Free.
6. Free.
7. The retention of business level goes up to almost a 100%.
8. Free.

B. EXERCISES

1.
 - a. has been working
 - b. has broken
 - c. Have you been crying / Are you crying?
 - d. taught
 - e. did (you) go, called
 - f. comes
 - g. meet/you are meeting
 - h. have (never) been

2.

a. unimportant	d. happy/pleased	g. incapable/unable
b. complicated	e. inefficient	h. same
c. satisfied	f. hard-working/energetic	i. uninteresting/ boring
		j. unfriendly

- e.g. lazy worker
 interesting book
 unfriendly face
 satisfied customer
 happy girl
 important person
 efficient machine

3. Free. (Remind the students of the three types of conditionals).

4.
 - a. through
 - b. of, of
 - c. to
 - d. for
 - e. about
 - f. with, to, from
 - g. to
 - h. with, of, up, to

5. Noun	Adjective
_____	satisfactory
tradition	_____
promotion	_____
_____	argumentative
_____	productive
_____	apathetic
reality	_____
_____	loyal
_____	active
domesticity	_____

Listening

1. False
2. True
3. False
4. False
5. True
6. False
7. True
8. False
9. True
10. True

Consolidation exercises

1. a. travelled, b. journey, c. voyage, d. travels, e. trips, f. excursion
2. a. profit, b. benefit, c. benefit, d. advantage, e. earnings, f. income
3. a. What I hate about...
b. 'The only thing' cannot change into 'what'.
c. What interests him...
d. What he did first...
e. 'The last thing' cannot change into 'what'.

4. a. advertisements
b. European
c. participation, regulations
d. accommodation
e. predictable
f. significance
g. responsibility, fairly, squarely
h. financial, booking, business
i. journalists, restriction(s)
j. arguments, addiction, resemblance
k. Effective, distribution
l. consumers', complaints, retention

5. a. brighten, brightness
b. deepen, depth
c. flatten, flatness
d. gladden, gladness
e. harden, hardness
f. lessen, lessening
g. quieten, quietness
h. shorten, shortness
i. straighten, straightness
j. thicken, thickness
k. weaken, weakness
l. widen, width

6. a. doubtful, undoubtful
b. careful, careless
c. faithful, faithless/unfaithful
d. meaningful, meaningless
e. skillful, unskillful
f. grateful, ungrateful
g. helpful, helpless/unhelpful
h. hopeful, hopeless
i. (in)valuable, valueless
j. useful, useless
k. successful, unsuccessful
l. restful, restless

7. a. was going
b. has never worked
c. had already finished
d. Have you seen

- e. opened, entered
- f. have not had
- g. had given/gave
- h. are preparing
- i. has just decided, will undertake
- j. have you been doing/have you done
- k. have never read, has interested, am reading
- l. had caused

8. a. who g. which
b. which h. whose
c. who i. that
d. whom j. whose
e. which k. which
f. that l. whose

9. a. by chance g. on
b. for h. answer for
c. get across, of i. sorted out
d. in common j. to
e. on the way k. on business
f. for l. of, with

10. a. brochure k. erroneous
b. available l. significance
c. accommodation m. brand
d. departure n. broadcast
e. reservation o. entitle
f. participation p. impact
g. valid q. grumble
h. reduction r. campaign
i. refund s. commission
j. regulations t. incentive

11. a. flight e. flight
b. tour f. drive
c. ride g. drive
d. tour h. ride

12. a. will g. should
b. may h. Will
c. Should i. will
d. must j. May
e. must k. may
f. must l. should

13. a. public k. unjustly
 b. optional l. gloomy
 c. depart m. boring
 d. expand n. allow
 e. include o. profit
 f. strict p. subjectively
 g. vital q. powerful
 h. defend r. success
 i. enormous s. capacity
 j. evil t. modest

14. Verb	Noun	Adjective
_____	challenge	challenging
_____	beauty	beautiful
_____	wonder	wonderful
_____	collection	collective
_____	decision	decisive; decided
_____	difference; differential	different; differential
_____	enjoyment	enjoyable
_____	reliability	reliable
_____	dominance; domination	dominant
_____	destruction	destructive
_____	admission; admittance	admitted; admissible
_____	restriction	restrictive; restricted
_____	corruptibility; corruption	corruptible; corrupt
_____	objection; object; objective	objectionable; objective
_____	contribution	contributory

15. a. well-organised f. delayed k. single
 b. information g. landed l. took off
 c. participation regulations h. flight m. rate standards
 d. suitcase i. seat belt n. refundable
 e. check in j. declared o. reduction

16. a. undertook f. subtitle k. overdoing
 b. mislead g. ineffective l. underestimate
 c. impatient h. ex-presidents m. non-profit-making
 d. misinforming i. unreliable n. irresponsible
 e. semicircle j. dissatisfaction o. exchange

17. 1.

P U R P O S E

2.

B U D G E T

3.

H A B I T

4.

M A N I P U L A T E

5.

R E L I A B L E

6.

B R O C H U R E

7.

B R O K E R

8.

K E Y

9.

C O L L E A G U E S

10.

B R A N D

11.

C A P I T A L

12.

M E D I A

13.

E F F O R T

14.

R E F U N D

15.

M E S S A G E

18. a. ... I think/thought (that) ads affect/affected the sales of a product.
b. ... they want/wanted to enjoy their vacation from the first to the last minute.
c. ... they had visited the best places in Greece.
d. ... Jane had looked through different programmes.
e. ... she is/was the most suitable person to do that work.
f. ... to write her full name.
g. ... I could arrange that for her.
h. ... I would suggest.
i. ... not to write anything more in my cv.
j. ... they would consider the matter the following day.

Market; an inexhaustible field

A. Answers

1. Market-place.
2. No, it isn't. In the business world, 'market' is... meanings.

3. We mean the price of an article or a commodity that is current in the market.
4. No, it isn't. The 'marked price' is the price marked on goods sold in shops.
5. It's the limitation in the raising of prices (to control prices in times of inflation).
6. When a country or an area... or his licensee.
7. 'Open market'.
8. Yes, it is.
9. By restricting, that is to say, by limiting the selling of their products.
10. Milk, refreshments, juice, olive-oil, some kinds of cheese and butter, biscuits, chocolates etc.
11. Yes, it does.
12. 'Black market'.

B. EXERCISES

- | | | |
|--------|-------|--------|
| 1. a-3 | g-12 | m - 14 |
| b-1 | h- 9 | n - 13 |
| c-6 | i -11 | |
| d-2 | j -10 | |
| e-4 | k- 8 | |
| f-5 | l - 7 | |
-
- | | |
|-------------------|----------------|
| 2. a. impossible | f. unlicensed |
| b. uncertain | g. unable |
| c. insufficiently | h. meaningless |
| d. unnecessary | i. limitless |
| e. inexhaustible | j. abnormal |
-
- | | |
|--------------|------------------|
| 3. a. buyers | f. retailers |
| b. sellers | g. producers |
| c. traders | h. competitors |
| d. marketers | i. manufacturers |
| e. suppliers | j. controllers |
-
- | |
|----------------------------------|
| 4. a. In - of |
| b. in - for |
| c. In - of - in |
| d. On - in - to - with - in - of |
| e. in - of |
| f. with |
| g. by |
| h. as - as - to |

5. a. market
- b. trade
- c. variety; variation
- d. meaning
- e. demand
- f. limit; limitation
- g. government

- h. agreement
- i. determination
- j. competition
- k. produce; production
- l. supply

Listening

Answers

1. She's an assistant in the research department of a company.
2. They manufacture woolen and cotton fabrics.
3. With Jane, one of her colleagues.
4. For two months.
5. No, she hasn't. She is very confused with all those complicated meanings of 'marketing'.
6. It means distribution and it includes... of goods.
7. All the services provided from... to consumers. In other words, it includes transporting... to users.
8. Yes, she does.
9. Marketing operations take up more... than half of the consumers' money (final cost).
10. The shopping centres.

Could a product be marketable without the help of the market research?

A. Answers

1. Because, in this way, they will avoid... to sell well.
2. Any work done... be convinced to buy.
3. They question large numbers of possible consumers and retailers.
4. Any further research on the tastes... their possessions.
5. They are held primarily in small... research there.
6. The branch of the market research... rather than others.
7. In the field of the operational research.
8. The choice of the most effective ways of advertising a particular product.
9. Yes, it has.
10. Yes, there are.

B. EXERCISES

1. a. commodity
b. corresponds
c. convinced
d. field
e. research
f. manufacturers
- g. survey
h. taste
i. carried out
j. are held
k. effective
l. practices
2. a. businessman
b. salesman
c. producer
d. assistant
- e. manufacturer
f. clerk
g. marketer
3. a. for, out, of, to, of
b. of, on, to
c. on, of
d. out
e. of, of, through
f. in, to, in, of
4. a. producer
b. advertiser
c. researcher
d. collector
- e. consumer
f. seller/salesman
g. operator
h. manufacturer
5. a. ... shouldn't have been convinced to deal with market surveys.
b. ... had been collected... was put on the market.
c. ... into the cause of the product's failure was carried out.
d. ... will have been sold by the time we get there.
e. ... could have been solved, if you had had a partner.
f. ... have been chosen by Paul.

6. Adjective	Adverb
_____	dangerously
_____	willingly
_____	variously
_____	possibly
primary	_____
special	_____
_____	sensibly
_____	effectively
_____	generally
good	

Listening

1. Panos asked John if he had a copy... period's production.
2. He is the sales representative for EX-EN Ltd.
3. He wondered whether it was the sales resistance or the salesmen's and the saleswomen's lack of salesmanship.
4. In the statistics department or in the main office.
5. They belonged to the previous season's stock.
6. For the purpose of interesting them in the unsold products, at reduced prices.
7. A clearance sale, or an end-of-season sale, as it is called.

Wanted: an identity

A. Answers

1. The right product, at the right time, in the right place, etc.
2. It has achieved at least some recognition from the well established disciplines like psychology or sociology.
3. Because some academics still yearn for a more scientific basis for their subject.
4. As the study of 'transaction' or 'exchange' science.
5. It will satisfy the needs of theorists, practitioners and society.

B. EXERCISES

1.
 - a. ... can be learned/learnt easily.
 - b. ... has been recognized by disciplines like psychology or sociology.
 - c. ... was achieved by the company last year.
 - d. ... will be satisfied by the development of a professional concept of marketing.
2.
 - a. scientific
 - b. academically
 - c. satisfaction
 - d. recognition
 - e. transaction

3. a. skill
 b. definition
 c. discipline
 d. academic
 e. popular
 f. subject
4. a. for / of, at, in
 b. of
 c. for
 d. to, on, at, from
 e. for, for
 f. to, of, of, at
5. a. speak
 b. say
 c. tell
 d. tell
 e. speak
 f. talk
 g. told
 h. say
 i. talking
 j. say

The Creative urge

A. Answers

1. The marketing, finance, production, exploration departments and others.
2. He would have felt both unhappy and unsuccessful as it's almost sure he wouldn't have any initiative.
3. They tend to be staffed with specialists.
4. It must be organised in such a way as to allow the new ventures to thrive and the newcomers to work creatively.
5. They must be developed according to the new venture.
6. No, they haven't. (There are varying degrees of success).
7. No, it isn't.
8. They deserve more consistent and energetic efforts to be developed.

B. EXERCISES

1. a. personnel
 b. creative
 c. initiative
 d. allow
 e. varying
 f. absurdity
 g. deserve
 h. develop

2. a. False d. True
 b. False e. False
 c. True

3. Verb	Noun	Adjective	Adverb
allow	ventures	creative	creatively
thrive	newcomers	new	
deserve	extension	energetic	
be developed	absurdity		
	innovation		
	chance		
	urge		
	markets		
	jobs		
	efforts		

(Let the students choose three words and use them in sentences).

4. a-3 e-8
 b-7 f-2
 c-6 g-5
 d-1 h-4

5. Verb	Noun
_____	graduation; graduate
_____	application, applicant
_____	interview, interviewer, interviewee
_____	join; joint
_____	production; produce, product, producer
_____	exploration; explorer
_____	thought
_____	relationship; relation
_____	assumption
_____	tendency
_____	innovation; innovator
_____	creation; creator
_____	organization, organizer
_____	venture; venturer
_____	development
_____	extension; extent
_____	practice; practitioner
_____	try; trial
_____	separation; separateness; separator
_____	embrace
_____	growth, grower

Evaluation checklist

A. Answers

1. No, the checklist isn't a magic formula. It just offers a set of guidelines.
2. Free.
3. Free. (e.g. Shampoo and conditioner.)
4. Free. (e.g. Silverware, fine bone chinaware, porcelain dolls, etc.)
5. Free. (e.g. No, because it would be useless.)
6. Free. (e.g. Jewellery, commemorative stamps/medals, etc.)

B. EXERCISES

1. Suggestions:

- a. Is this product practical?
 - b. Does this dishwasher offer a saving in time and labour?
 - c. Are the prices lower in the new supermarket?
 - d. How can I forward the files?
 - e. Does this product have a 'two-in-one uses' feature?
 - f. Does this stamp have a commemorative value?
2. a. ... if the product was / is new and exclusive.
 - b. ... if the price would / will be lower than elsewhere.
 - c. ... if this production utilises new technology.
 - d. ... if there was / were / is a novelty in the product.
 - e. ... if I had thought of changing my lifestyle.
3. a. higher
 - b. disadvantage
 - c. disorganise
 - d. unsuitable
 - e. impractical
 - f. unsuccessful
 - g. incomplete
 - h. old
- (The formation of sentences is free).

4. Noun	Adjective	Adverb
completeness; completion	_____	completely
excellence; excellency	_____	excellently
rareness; rarity	_____	rarely
availability	_____	availably
exclusiveness	_____	exclusively
practice	_____	practically
function	_____	functionally
multiple; multiplication; multiplicity	_____	multiply
success	_____	successfully

good
fashion
currency; current
commemoration
suitability

good/well
fashionably
currently
commemoratively
suitably

5. a. checklist
b. advantage
c. novelty
d. investment
e. collectable
f. purchase

Promotions: legal, decent, honest and truthful

A. Answers

1. They should be legal, decent, honest and truthful.
2. No, it is to be applied in its letter as well.
3. To the principles of fair competition.
4. No, he shouldn't.
5. It should be clear and honest.
6. Because, in this way, consumers are given no grounds for justified complaint.

B. EXERCISES

1. a. legal
b. principles
c. applied
d. aim
e. disrepute
f. adhere to
g. abuse
h. conducted
i. provoke
j. inappropriate
k. prompt
l. efficient

2. Suggestions:

- a. All sales promotions should be legal.
- b. Promoters mustn't exploit the consumer's lack of experience.
- c. The presentation of a promotion must be clear and honest.
- d. Promoters should ensure that advertising and promotion material are appropriate.
- e. The promoter should be responsible for all aspects of a promotion.

3.	True	False
a.		✓
b.		✓
c.		✓
d.	✓	
e.	✓	

4. Noun	Adjective	Adverb
legality	_____	legally
decency	_____	decently
honesty	_____	honestly
truthfulness	_____	truthfully
fairness	fair	_____
honour	honourable	_____
_____	trustful	trustfully
violence	_____	violently
clearness	_____	clearly
inappropriateness	_____	inappropriately
efficiency	_____	efficiently

5. a. applying
 b. abused
 c. designed
 d. damaging
 e. misleading
 f. concerned
 g. given, justified
 h. applied

NPD: Recipe for success

A. Answers

1. The consumer, the competition and company advantage.
2. Because, in this way, you understand what motivates the consumer.

3. No, they must interact from day one.
4. No, because each project has its unique set of problems to be understood.
5. It must be both strategically and executionally correct.
6. Yes. They should all feel that they are part of the project, and should contribute to the decision-making.
7. Yes. It's at least as important as the right strategy and a brilliant initial product idea.
8. No, you have to accept that it entails risk.
9. They are those that concentrate on never making mistakes.
10. Free.

B. EXERCISES

1.

<ul style="list-style-type: none"> a. precepts b. keep in mind c. evolves d. process e. motivates f. interact g. explore 	<ul style="list-style-type: none"> h. adhere to i. flexible j. rely on k. ensure l. project m. contribute to n. concentrate o. likelihood
---	---

2.
 - a. storm
 - b. talk
 - c. although
 - d. precept
 - e. contribute
 - f. part
 - g. was

3.
 - a. ... have to be kept in mind.
 - b. ... is explored by a good marketer.
 - c. ... must be kept focused.
 - d. ... are being made.
 - e. ... were made in the development of the project.

4.
 - a. for, for
 - b. in
 - c. to/with, in/during
 - d. to, to
 - e. in
 - f. on
 - g. to

5. Verb	Noun
succeed	_____
consume	_____
compete	_____
_____	motivation
_____	exploration
approach	_____
_____	focus
_____	share
commit	_____
_____	contribution
implement	_____
_____	acceptance
risk	_____
_____	preparation
_____	concentration

6. Free.

The management field

A. Answers

1. It means that some industries... by private enterprises.
2. Sole-proprietor or sole-trader.
3. Good management.
4. It is the governing body... high-ranking managers.
5. By the members of the organization.
6. They are usually the shareholders of the organization.
7. It's the group of the elected directors who control the day-to-day management of a business.
8. Executive director.
9. The company's chairman.
10. The chief executive and his deputy.
11. They are a kind of supervisors who run together the detailed parts of the organization.
12. The direction or control of a part or... with the help of their assistants.
13. Commercial managers, personell managers, production managers, sales managers, research managers, etc.
14. The district managers.
15. They must be competent in their work... they work for.

B. EXERCISES

- | | | |
|--------|-------|-------|
| 1. a-8 | f-10 | k-14 |
| b-5 | g- 3 | l -11 |
| c-1 | h- 4 | m-15 |
| d-9 | i - 6 | o-13 |
| e-2 | j - 7 | p-12 |
-
- | | |
|--------------------------------|----------------|
| 2. a. transport/transportation | g. management |
| b. education | h. government |
| c. control | i. election |
| d. organization | j. division |
| e. administration | k. supervision |
| f. concern | l. export |
-
- | | |
|-----------------|-----------------------|
| 3. a. economist | f. employee; employer |
| b. proprietor | g. supervisor |
| c. governor | h. producer |
| d. director | i. assistant |
| e. shareholder | j. researcher |
-
- | | |
|----------|-------------------------|
| 4. a. by | f. in, to |
| b. In | g. in, of |
| c. of | h. of, of |
| d. in | i. in |
| e. for | j. on, for, for/with/in |
-
- | | |
|----------------|---------------|
| 5. a. has, are | d. are led |
| b. including | e. supervises |
| c. elected | f. exist |

Listening

Answers

1. He is an executive in the administration department.
2. Handsome, tall, black-haired, middle-aged, talkative and from what Sheila has sensed, a live wire man.
3. 'Live wire'.
4. Yes, he is.
5. No, she doesn't.
6. 'Top-officer'.
7. Presidents, directors and chief-executives.
8. Vice presidents, and branch or major department managers.
9. They are below them.
10. He has to coordinate work, hire or fire personnel, set objectives,

supervise the staff's efficiency and/or productivity as well as generally lead.

11. Yes, she is.
12. No, because she is used to working under pressure.

Going into partnership

A. Answers

1. He is an insurance broker.
2. No, he's gone into partnership with Bill, a friend of his.
3. No, they are general partners.
4. Because Bill's background is in accounting and Paul likes talking to customers.
5. You have a multiple source of capital going into partnership. Partnerships are easy to form and they often receive tax benefits from the government.
6. Yes, there are. One of them is that partners may disagree sometimes. Another one is the unlimited liability of the partners in general partnership.
7. Mass media (radio, television, posters, billboards, newspapers, magazines, etc).

B. EXERCISES

1.
 - a. ... he hadn't seen him for ages.
 - b. ... he was very busy.
 - c. ... he thought they had/have the right combination.
 - d. ... he liked/likes talking with customers.
 - e. ... he was thinking of advertising their business.
 - f. ... he would be happy to help in any way he could.
2.
 - a. Paul and Bill have gone into partnership..
 - b. They are limited partners.
 - c. Paul makes customers feel at home.
 - d. Partnerships are easy to form.
 - e. General partners have limited liability.

T
F
T
T
F

3. part
trap
nest
ship
pants
pane
panther
pat
rate
rare
reap
rent
rip
ripe

partner
nap
nape
net
par
pare
pan
pâté
rat
rather
rear
rep
rise
rinse etc.

Let the students find as many words as they can.

4. a. unlimited
b. disadvantage
c. disagree
d. irresponsible
e. unhappy

f. uncommon
g. unwilling
h. inconvenient
i. inaccurate
j. irregular

5. a. broker
b. clerk
c. partners

d. customers
e. government
f. manager

Credit cards

A. Answers

1. They firstly appeared in the United States at the beginning of our century.
2. No. They were issued by big stores, shops, hotels and oil companies.
3. To enable and urge the customers in their transactions.
4. Bank credit cards.
5. Yes, but on condition that the company has a contract with the issuing bank.
6. The customers' identification.
7. Yes, there is.
8. When he pays off in monthly instalments.

4. a. in, at, of
 b. with, of, for
 c. of, to, with, of
 d. to, by
 e. to, off, in
 f. of, in, in, from, of
 g. to, to, through, at
 h. from, of
5. Free.

Consolidation exercises

1. a. modernise
 b. enable
 c. endanger
 d. legalise/-ize
 e. empower
 f. encourage
 g. symbolise/-ize
 h. publicise/-ize

- i. believe
 j. advise
 k. halve
 l. emphasize/-ise
 m. use/juz/
 n. ensure
 o. simplify
 p. identify

2. a-4 (lifestyle)
 b-6 (chairman)
 c-8 (shareholder)
 d-1 (supervision)
 e-2 (lifebelt)

- f- 3 (sightsee)
 g- 5 (workforce)
 h- 7 (furthermore)
 i-10 (checklist)
 j- 9 (guideline)

3. company, agency, firm
 fee, wages, salary
 trader, businessman, seller
 manager, director, supervisor
 profession, occupation, career
 producer, manufacturer, maker
 rule, regulation, precept
 advantage, benefit, profit
 project, survey, planning
 mistake, fault, error
 buy, sell, purchase
 commodity, product, article

4. a. insufficient
 b. inexhaustible
 c. unlimited
 d. disagreement
 e. meaningless
 f. inaccurate
 g. unsuccessful
 h. disorganise

- i. dishonest
 j. illegal
 k. inefficient
 l. incompetent
 m. irresponsible
 n. disadvantage
 o. regardless
 p. discharge

5. Verb	Noun	Adjective
_____	consumption	consumptive
motivate	motivation	_____
create	creation	_____
extend	_____	extensive
demonstrate	_____	demonstrative
avail	availability	_____
_____	competition	competitive
_____	administration	administrative
satisfy	_____	satisfactory
promote	_____	promotional
_____	execution	executive, executorial
prepare	preparation	_____
_____	variety; variation	various
divide	_____	divisional
decide	_____	decisive

6. **international, interact**
misunderstanding, misinform
overestimate, overdo
prepaid
irregularly
transatlantic, transport
rewrite
supermarket
postgraduate, postdated
cooperation
disagreement
undemanding
non-competitive, nonsense
subtitle
underground

- i. had contributed
- j. be prepared, being made
- k. do, led/has led
- l. has already expressed, to work
- m. had had
- n. to give
- o. is, be learnt, running

12. a. ... he rejected / had rejected the job, because it didn't offer / hadn't offered any promotion prospects.
- b. ... if I was/were/am interested in the field of marketing.
- c. ... to write an application and a curriculum vitae concerning the ad she had chosen.
- d. ... applications are accepted only from graduates with commercial experience.
- e. ... what kind of departments there were/are in big companies.
- f. ... how a business must/should/had to be organised.
- g. ... if those products had any investment value.
- h. ... if I could think of a product having a commemorative value.
- i. ... if there was/were/had been a novelty in the product.
- j. ... all sales promotions should adhere to the principles of fair competition.
- k. ... the administration of a product should/must be prompt and efficient.
- l. ... advertising has to be both strategically and executionally correct.
- m. ... their company had improved since Mr Smith became/had become the new sales manager.
- n. ... if companies had always fully succeeded when they adopted those new technological methods.
- o. ... if advertising is/was a science that can/could be accurately measured.
13. a. ... will be arranged for the interview (by him).
- b. ... should be advertised.
- c. ... is interested in the field of marketing.
- d. ... and good career prospects have been offered by the company.
- e. ... has been recognised by disciplines like psychology and sociology.
- f. ... is believed to be a set of skills which can be learnt.
- g. ... was purchased by mail order.
- h. ... should not be abused by any promoter/should be abused by no promoter.

- i. ... must be followed by all promoters of products.
- j. ... are being expressed by some of the consumers.
- k. ... had not been fully explored.
- l. ... is motivated by.
- m. ... of many consumers has been changed by the use of credit cards.
- n. ... cannot be answered./... can be answered by no one.
- o. ... be done by the company about the recent failure of its new product?
- p. ... must be worked for.
- q. ... will be sent to all the candidates.
- r. ... has been greatly upset by his rude remarks.
- s. ... is going to be taken over by a new company.
- t. ... must have been taken while I was out.

14. a. to express
 b. interrupting
 c. Being
 d. smoking
 e. Spending, earning
 f. To make
 g. to speak
 h. advertising
 i. to inform
 j. to supply

- k. Waiting
 l. changing
 m. to be given
 n. to satisfy
 o. to post
 p. posting
 q. to argue/arguing
 r. to improve
 s. stay
 t. save

15. a. the others
 b. another
 c. the other
 d. another

- e. others
 f. the other
 g. other
 h. others

16. a. Free market
 b. market price
 c. Grey market
 d. Market places
 e. marked price

- f. Restricted market
 g. Middle or Mean price
 h. Black market
 i. limited market
 j. fringe market

17. a. Although
 b. in spite of
 c. However
 d. in spite of
 e. whereas

- f. though
 g. although
 h. In spite of
 i. although
 j. though

18. a. for
b. about
c. at
d. for
e. for, to, by
f. in, in
g. with
h. on
i. to, in

- j. to, in
k. for
l. in, of
m. in
n. from
o. of, for
p. for, at/in
q. to
r. of, in, in, from, of

19. a. May/Could
b. might/could
c. may/can/will
d. have to/must
e. can
f. could
g. Can, can
h. should/ought to
i. needn't
j. haven't got to/needn't/won't

- k. should have
l. might have
m. should
n. ought to have/should have
o. must
p. might
q. Will/Could
r. Can/May
s. Would
t. should

20. a. True
b. False
c. True
d. False
e. False

- f. False
g. True
h. True
i. True
j. False

Listening

Unit 1

Looking for a job

Listening

Maria Petrou is going to apply for a vacancy in EX-EN Ltd. She has visited Lilian Manou, the personnel secretary, to get some information about the obligations of the person who will get the vacant job.

Lilian: Good morning.

Lilian: Good morning. What can I do for you Miss...

Maria: ... Maria Petrou... I'd like you to give me some information about the vacancy in your company, because I'm interested in the position.

Lilian: I should say that it's general office work.

Maria: What does this mean? I want to say what my duties will be?

Lilian: You'll have to answer the phone and inform our customers about their orders or about our new products put on the market. You'll deal with the correspondence, do the filing, type, operate the telex and telefax. By the way, are you familiar with the operation of these machines?

Maria: Sure. I've attended a course on the use of these machines. I have also attended a course on data transfer and data processing. Have you got any computerised data storage system here?

Lilian: Of course, we have. It's very helpful to have a good knowledge of all these things. By the way, do you have any previous experience in these fields?

Maria: No, I don't, but I have very good references from the schools I have been trained at... Er... could I ask about the salary the company offers?

Lillian: I don't think I could inform you about that. It's the manager's business. Of course, you have to fill in an application form attached to a curriculum vitae and the references you've got.

Maria: I didn't tell you I can also take short-hand.

Lilian: Good! I think you have many chances of getting the job.

Unit 1

Filling in curricula vitae

Listening

Listen to the dialogue between Christine, who has seen the advertisement for a secretary's job in EX-EN Ltd, and Susan who works at the reception of EX-EN Ltd.

Susan: Good morning, EX-EN Ltd. Can I help you?

Christine: Oh, good morning. I'm ringing for the job advertised in the "Athens News". Could you tell me some more about it, please?

Susan: Yes, of course. It's a secretarial job, at a low level to start with, but EX-EN Ltd is a big company and, if you are really interested in the job, there are many prospects for promotion.

Christine: Well, what kind of qualifications should I have?

Susan: As far as I know, good speeds in typing and shorthand, good knowledge of English and French, good speaking voice and telephone manners, politeness, energy, the ability of organising and all those things needed for a secretary... Oh, I nearly forgot it. It would be an advantage if you could offer your services in the computer and the telex field.

Christine: Er... I've got some experience in the computers, but I have never worked with the telex.

Susan: Oh, don't worry. If you are chosen for the post, the company will send you on a training course, as we usually do. Well, would you like me to put your name down for the interviews for next Tuesday?

Christine: Oh, yes please. My name is Christine Voros, spelt V.O.R.O.S.

Susan: O.K. good. 10.15 on Tuesday morning, then. Bye.

Christine: Thanks, very much. Bye.

Unit 1

Ads may help you find a new job

Listening

Robert Bart is calling the KEY COM Ltd. He wants to know about the application he has made for the post of the sales executive.
(*The telephone is ringing.*)

Switchboard operator: KEY COM Ltd.

Robert: I'd like to speak to someone about the vacant job you advertised two weeks ago.

Switchboard operator: For the sales executive, or for the personnel manager?

Robert: The sales executive.

Switchboard operator: I'll put you through to the sales department. Hold the line please.

Robert: Thank you.

Switchboard operator: The number is engaged. Will you hold?

Robert: Yes, I'll hold on.

(*Some seconds later*)

Switchboard operator: Hello Mr...

Robert: Robert. Robert Bart.

Switchboard operator: Yes, Mr Bart. The number is ringing for you now.

Robert: Thank you.

Sales assistant: Sales. Can I help you?

Robert: My name is Robert Bart. I'm interested in the sales executive post. I applied for the vacancy two weeks ago, but I haven't heard from you yet, although your manager had told me he would let me know the answer either it would be 'Yes' or 'No'.

Sales assistant: Could you spell your name for me sir?

Robert: R.O.B.E.R.T. B.A.R.T.

Sales assistant: And may I have your telephone number?

Robert: Yes. 993 - 698 - 12.

Sales assistant: Thank you Mr Bart. I'll ask our manager to call you back. Will you be there in a quarter of an hour?

Robert: Yes, of course. I'll be waiting.

Unit 1

Keeping a client busy

Listening

Listen to the dialogue between Mr Yianniotis and his secretary, Maria, who are talking about a visitor who is to arrive in Athens.

Mr Yianniotis: Maria, as you know, Mr Greg is arriving today. He's flying from London this morning and I would very much appreciate, if you met him at the airport. He will probably expect to meet me there, but my morning is very busy and I don't think I can manage it.

Maria: Mr Greg... I think he is an important customer, isn't he? But how would I recognise him?

Mr Yianniotis: He is quite tall and brown-haired. He is thin, and, as far as I know, he is always well dressed. He wears eye-glasses, he has a beard and... I think he is about forty. I am sure you will recognise him.

Maria: I guess so, but what time does his flight arrive?

Mr Yianniotis: Let me check it. I have mentioned the time of his arrival here... Oh, my god! Hurry up! His plane will land in half an hour.

Maria: All right. I'm leaving. I hope I will...

Mr Yianniotis: And something else, Maria. When you meet him, don't forget to express my apologies. Explain that something urgent appeared and my plans were upset.

Maria: *(leaving the office)*. Don't worry! You can rely on me... Bye...

(Forty minutes later after the plane from London has touched down).

Maria: *(talking to herself)* Hm, thin, tall, brown-haired, looks about forty. Oh! that man coming through the pass-port control must be him... Excuse me, are you Mr Greg?

Man: I'm afraid you have made a mistake. Sorry, but I am not.

Maria: I'm sorry. I'm looking for a gentleman and I have never met him personally before... *(noises are heard)*... Ah, there is a well dressed man, with a beard, wearing glasses. Well, I'll ask him anyway. *(On approaching him)*. Excuse me, I'm looking for Mr Greg...

Mr Greg: Pleased to meet you, but where is Mr Yianniotis?

Maria: I'm his secretary. Maria Petrou. Nice to meet you, Mr Greg. Welcome to our country. Mr Yianniotis is expecting us in our company's offices. He asked me to give you his apologies, but something very urgent arose and he couldn't come to the airport...

Unit 1

Consolidation exercises

Listen to the cassette and fill in the blanks in the following passage.

Sheila once had a boss who was too demanding, meticulous and strict. He used to arrive at the office ten minutes earlier than the staff and wait by the door to see who was late.

If a clerk had been late, it was certain that he would have got into trouble.

He wanted the offices to be neat and tidy, the files and envelopes to be classified, the out-going letters in the out-trays and the incoming ones in the in-trays. Twice or three times a day, he used to walk round the offices, checking that work was proceeding normally. Although he made his personnel work hard, they were all well-paid and the feeling that every person working for the company was equally treated and was equally productive, created an extraordinary friendly atmosphere.

Unit 2

The mail minefield

Listening

Tom, the office boy of the EX-EN Ltd, has gone to the Post Office to mail some letters and a parcel for the company. Approaching a clerk...

- Tom:** Good morning.
P.O. Clerk: Good morning, sir. Can I help you?
Tom: Yes. I want to send a parcel and some letters, please.
P.O. Clerk: How many letters, sir?
Tom: Let's see... three letters to France, one letter to the USA and one to Thessaloniki.
P.O. Clerk: Do you want them to be carried by airmail, sir?
Tom: Yes, please, but the one to the USA is urgent and the other one to Thessaloniki must be sent registered.
P.O. Clerk: So, you need three stamps for Europe, 120 drs each, one *express* for the USA for 250 drs and the *registered* one for 200 drs. Here you are, sir. That'll be 810 drs altogether.
Tom: Thank you. Oh, what is this piece of paper?
P.O. Clerk: It's the receipt for the registered letter.
Tom: Oh, yes. And what about this parcel, please?
P.O. Clerk: Would you put it on the scales to see how much it weighs? Let's see... Hm... it costs 900 drs, sir
Tom: Look, I don't want it free delivery. Make it payable on delivery. By the way, how long will it take the parcel to arrive at its destination?
P.O. Clerk: I'm afraid I can't tell you exactly. Ask at the delivery department where I'm going to pass it on right now.
Tom:... O.K. I've finished with my company orders. I also want to fill in a postal order for 3,000 drs but I've got a 5,000 bank-note. Do you have any change, please?
P.O. Clerk: It's O.K. sir. We've got plenty of change today.
Tom: Thank you. Have a good day.
P.O. Clerk: You too...
Who's next in the queue?

Unit 2

Taking a message

Listening

Maria is ringing up the A.B.E. Company in London in order to change the date of an appointment Mr Yianniotis has made to meet Mr Brown, the general manager there.

Tel. operator: A.B.E. company.

Maria: Good morning. This is Miss Petrou, Mr Yianniotis' secretary at EX-EN Ltd. in Athens.

Tel. operator: Oh, good morning. What can I do for You?

Maria: I'd like you to put me through to Mr Brown, the general manager.

Tel. operator: Just a moment, please.

(A few seconds later).

Secretary: This is Mr Brown's secretary. What can I do for you?

Maria: Oh, is Mr Brown there, please? I'd like to tell him about the appointment he has with Mr Yianniotis.

Secretary: Mr Brown is not here at the moment. Can I help you?

Maria: Oh, yes. Look, something urgent has arisen and Mr Yianniotis won't be able to keep his appointment with Mr Brown tomorrow.

Secretary: I see. Would you like to fix it for another day?

Maria: Yes please, if you don't mind. When would it be a convenient time for Mr Brown?

Secretary: Well, he is pretty busy for the next ten days, but what about next Friday morning?

Maria: I'm afraid it's not possible, because there isn't a direct flight from Athens to London, early on Friday mornings. Other than that, Mr Yianniotis has got some other work to do in London and I don't think the weekend will be convenient to him.

Secretary: The only day Mr Brown could possibly meet Mr Yianniotis is next Monday at 12.30 p.m.

Maria: Yes, that would be convenient for my boss, too. We'll make it for next Monday, then.

Secretary: OK: I'll let Mr Brown know.

Maria: Fine. And could you please give him our apologies, explaining that something completely unforeseen has turned up?

Secretary: It's all right. Thank you for calling. Goodbye.

Maria: Goodbye, and thank you, too...

Unit 2

Recorded messages

Listening

(The telephone's ringing is heard).

Gilford's voice

"This is Tom Gilford speaking - the sales manager for G.M.S. I'm not in the office at the moment. Please leave your name, telephone number and a message of no more than 2 minutes, after you have heard the signal. Thank you for calling. I'll call you back, as soon as I'm back".

(The signal is heard)

The caller's voice

"Peter Stephens here. The export manager for 3X in New York. My number is 991-52-01. I'm calling about the delivery of the micro-computers to you. I hope the ten days' delay hasn't caused any problems to you with your customers.

The cargo will be despatched tomorrow. The estimated date of arrival in Liverpool is according to the schedule - 23rd March. The vessel's name is 'Athena'. I'll spell that - A.T.H.E.N.A. She sails under a greek flag and her owner is the Greek company LMS freighters. I'll call you back within the next two or three days".

Unit 3

Inquiries

Listen to the cassette and fill in the blanks.

Dear sirs,

We are a large computer store in the centre of Liverpool and would like to know more about the floppy disks you advertised in this week's edition of the "Computer News".

We would like to know if the disks are leading brand names, or made by small independent companies. We would also appreciate your willingness to send us some samples, so that we will be able to see if they are of the standard we require. If so, we will place a substantial order. We would also like to know if you offer any trade discounts.

Unit 3

Offers - Replies to enquiries

Listen to the cassette and fill in the blanks

Dear Mr Foster,

It was a pleasure to receive your letter today, and to hear that you liked our range of bathroom curtains.

We can offer you the quantity discount you have asked which can be five per cent (5%) off net prices for orders over \$ 5.000. However, we would be willing to review this, once we have established a constant trading association with you.

If there is any further information you may require, please contact us.

We hope we can reach an agreement on the terms quoted.

Unit 3

Special offers

Listen to the cassette and fill in the blanks

We strongly advise you to take into consideration our special offer. We are sure that you will find our prices really competitive, especially when you take into account that the materials we use are of the best quality. You should also consider that we provide a one year guarantee against normal wear or damage.

If you have any further questions, please contact our sales executive on 369-493-78, extension 14, who will give you any information you may require.

Looking forward to hearing from you soon,

Yours sincerely.

Unit 3

Orders

Listen to the cassette and fill in the blanks

Enclosed please find our order No. ET1728 for women shoes and leather handbags in different sorts, sizes, designs and colours. We shall remit on receipt of your pro-forma invoice.

We also appreciate your offer of a reduced price for the leather wallets, but we think that the market couldn't stand an article of this value.

We hope that you will give our order your prompt attention and would appreciate delivery within the next three weeks.

Awaiting for your confirmation by return, we thank you in advance.

Unit 3

Acknowledgement and execution of orders

Listen to the cassette and fill in the blanks

Dear sirs,

Order NS1349

The above order has been completed and sent to Piraeus Docks where it is awaiting loading onto the Pegasus vessel which sails for Sydney on the 23rd March.

We will hand the necessary documents to your bank's agent here, who will forward them to your bank in Piraeus.

We have packed the goods as per your instructions and we have managed to get all the items from stock with the exception of Piece No L136 which we didn't have in the colour you asked for. Be sure that we will include it in the next consignment.

Thank you very much for your order and don't hesitate to contact us if there is any further information you may require.

Unit 3

Complaints

Listen to the cassette and fill in the blanks

I am writing to you to complain about the shipment of the lamp-stands which we received today against our order No M2773.

On unpacking them we found that six pieces did not correspond to the shape we had ordered.

Furthermore, three boxes were damaged and the lamp-stands inside them were broken.

We are sending back the wrongly delivered items and a list with the Marks and Numbers of the damaged articles. As the matter is urgent, please send your representative here, to inspect the damage and arrange for the broken items' replacement within the next two or three days.

Unit 3

Replies to complaints

Listen to the cassette and fill in the blanks

Dear Sirs,

Thank you for informing us about the damage to our consignment concerning your order No MXL23010.

If you look back to our previous transactions you will realise that this sort of trouble is quite unusual, and we are really sorry for the inconvenience we have caused to you.

We will ask our Insurance Company to come and inspect the damage, so that they can arrange compensation. In case you want us to send you another shipment for the same order of yours, let us

know. We have all the articles in stock and we would be willing to send them as soon as you ask us to do so.

We look forward to hearing from you.

Yours sincerely.

Unit 3

Consolidation exercises

Dear Sirs,

We have today received the two hundred woolen blankets we ordered on the 15th of October. On checking the goods received, we found that several blankets were acrylic. Evidently, some mistake was made and the goods have been wrongly delivered.

We were also surprised to find that the colours of some of the woolen ones are different from the colours we had agreed on.

We are, therefore, returning the wrong bales to you, carriage forward, and would ask you to send back the right material and colour, or your Credit Note.

Yours faithfully,
John Simmons
Chief Buyer

Unit 5

Are we mass media addicts?

Listening

Among all the mass media, television is regarded as being the most important one for the people who don't care to read long articles, penetrate deeper and allow themselves to get a more complete coverage of events. Television brings the whole world into our homes. It is very powerful because of the visual image. On the other hand, however, it can become a very flabby and passive entertainment for those who refuse to activate their mind. Needless to say, that all this violence, shown on the T.V. screen, is disastrous for children. As for the innumerable ads, we had better be more sensible and not let ourselves be driven away by every pleasant piece of music, smiling young faces or colourful and romantic settings.

Radio has some advantages over T.V. It is easy to carry, cheaper and you can enjoy it while travelling or working. Nevertheless, it can be equally 'deceptive'. As for newspapers, especially the more sophisticated ones, they are worth reading, because they give a more expanded and deeper analysis of the current events. There are cases, however, when the attitudes expressed are so different and contradictory that the poor readers remain confused and are at a loss as to what they should accept and believe.

Unit 5

Can get no satisfaction

Listening

The consumers rights

Consumers are generally unaware of their rights, but they are protected by law in many countries. There are different Acts which cover the rights of consumers and traders. By the term 'traders' we mean all persons who buy and sell goods; shopkeepers, salesmen, mail order companies, flea markets, etc.

Every time you buy something, some obligations are automatically created between you and the trader. It is as if you have signed a 'silent contract' for the merchantable quality of the product you have bought. The nature, the price and description of the goods to be sold should correspond to the merchantable quality. If the purpose for which you've bought an item does not respond to its utility and function, you are entitled to a refund. Apart from what the salesman has promised you, the goods must be exactly as they are described or illustrated on the package. Otherwise, you can take them back to the shop asking either for a replacement or for a cash refund. Furthermore, you can claim a suitable payment for loss, damage or injury. In other words, you are entitled to compensation.

If the retailer doesn't accept your claims and sends you to the manufacturer, you must refuse to do it, since it is the retailer's responsibility to satisfy your requirements.

In case the retailer refuses to give you a refund or replace the item, you should go to the local Citizens' Advice Bureau or the Trading Standards Office. You can also consult the Price Control Code or even call in the Market Inspector to give a solution to your problem.

Never forget that the golden rule 'Customers are always right' is in force any time and everywhere.

Unit 6

Market; an inexhaustible field

Listening

What is marketing?

Sue has been recently hired as an assistant in the research department of a company that manufactures woolen and cotton fabrics. She is talking with one of her colleagues, Jane, about marketing.

Sue: Do you know something? I've been working here for more than two months and I am still much confused with all those complicated meanings of 'marketing'. What's the definition you should give to it?

Jane: For me, it means distribution and it includes all the business activities connected with the movement of goods.

Sue: Is that all?

Jane: Of course, not. It includes all the services provided from producers to wholesalers, from wholesalers to retailers, and then to consumers.

Sue: You mean that it includes transporting, storing, selling and moving goods from manufacturers to users?

Jane: That's right, but before that, I'd also say that it includes product research and planning, manufacturing, pricing and lots of other things.

Sue: I see. That's why people say that marketing operations take up more than half of the consumers' money paid to buy something.

Jane: Exactly. But except for that, think about every improvement in marketing techniques. Think about shopping centers, for example. Their construction and layout have made goods easily available to consumers. They provide a wide range of merchandise and most important for the consumers, they provide parking facilities, as well. However, have you ever thought how much they affect the price of the products?

Sue: Right. Fancy that!

Unit 6

Could a product be marketable without the help of the market research?

Listening

Panos, the sales executive for EX-EN Ltd, asked John, the sales representative, if he had a copy of the latest sales figures. He wanted to know the saleage of the company's products for the previous month, to compare it with the same period's production.

Some of the products were saleable but some of them were not, and he wanted to know what was going wrong with the unsaleable ones. 'Why on earth, are specific products' sales up and others' are down? Is it the sales resistance? Is it the salesmen and the saleswomen's lack of salesmanship?' he wondered.

John told him that he hadn't any copy of the sales figures, but he could find one in the statistics department or in the main office. So, after having asked for the required copy in both the offices, the statistician brought him one.

He had a thorough examination of it, and he finally came to the conclusion that nothing of what he had imagined had happened. The only problem was that the products which were left unsold belonged to the previous season's stock. On the contrary, the new season's stock was a ready sale.

His next step should be the sales letter. He had to send it to all potential customers for the purpose of exciting their interest in the unsold products, at reduced prices. A clearance sale, or an end-of-season sale, as it is called, was the best settlement a good sales executive could achieve to avoid loss of profit.

Unit 6

The management field

Listening

Administrative posts

Sheila has just accepted a position as a secretary in the administration department. She is having lunch with her friend Jasmine. They are talking about Sheila's boss, who is an executive.

Jasmine: Congratulations on your new job, Sheila.

Sheila: Thanks a lot.

- Jasmine:** Will you tell me something about your new boss? What is he like? What does he do?
- Sheila:** Well... he is really handsome; tall, black-haired, middle-aged, talkative and, from what I've sensed, a live wire man. He is one of the most important persons in the company, because he's one of the vice presidents. An executive, you know.
- Jasmine:** To tell you the truth, I don't really know what an executive is. Is it the same as the manager?
- Sheila:** I think these two words are interchanging meanings. Some companies use the word 'manager', some others the word 'executive' and... haven't you heard of the word 'administrator'? In my previous job administrators were called 'top-officers'.
- Jasmine:** To make the long story short, who belong to the highest group?
- Sheila:** Presidents, directors, chief-executives belong to the group of top-officers. The next highest group consist of vice presidents and branch or major department managers, who are executives like my boss.
- Jasmine:** And below them?
- Sheila:** Office managers, who separately supervise each department of the company.
- Jasmine:** I don't think I will be able to remember all that, but... anyway, could you tell me something more about an executive's job, like your boss'?
- Sheila:** Look! He has to make a lot of important decisions.
- Jasmine:** Such as?
- Sheila:** Such as coordinating work, hiring or firing personnel, setting objectives, supervising the staff's efficiency and/or productivity, you know generally leading...
- Jasmine:** What about you? Do you have much to do?
- Sheila:** You know I'm used to doing a lot of work, and, if you consider my last job, I'm used to working under pressure, so I wouldn't say that I feel inconvenient.

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